

**How to Publish &
Market a Book
Without
Jumping
Off
a
Cliff**

Carol Adler, MFA



A Dandelion Books Publication
www.dandelion-books.com

Copyright, 2009 by Carol Adler

All rights exclusively reserved. No part of this book may be reproduced or translated into any language or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

Dandelion Books, LLC
Tempe, Arizona

Adler, Carol

How to Write & Publish a Book without Falling off a Cliff - ebook edition

ISBN 978-1-934280-71-3

Cover art by Bronson Dunbar www.bronsondunbar.com

Disclaimer and Reader Agreement

This is a work of non-fiction. Any resemblance of fictional characters in this book to living or deceased individuals is purely coincidental. Neither the author nor the publisher, Dandelion Books, LLC shall be liable for any damages or costs related to any coincidental resemblances of the fictional characters in this book to living or deceased individuals.

Under no circumstances will the publisher, Dandelion Books, LLC, or author be liable to any person or business entity for any direct, indirect, special, incidental, consequential, or other damages based on any use of this book or any other source to which it refers, including, without limitation, any lost profits, business interruption, or loss of programs or information.

Reader Agreement for Accessing This Book

By reading this book, you, the reader, consent to bear sole responsibility for your own decisions to use or read any of this book's material. Dandelion Books, LLC and the author shall not be liable for any damages or costs of any type arising out of any action taken by you or others based upon reliance on any materials in this book.



Dandelion Books, LLC
www.dandelion-books.com

Contents

Chapter

- 1 Jump—and Fly!...4
- 2 Publishing and Writing for 'Look and Feel'...7
- 3 How to Choose the Right Online Publisher...11
- 4 A Perfect Match: The Internet & Digital Book
Publishing...23
- 5 Book Printing – A Tribute to Jason Epstein...30
- 6 Ebook Publishing 101...33
- 7 Ebook Publishing Requires Protection from Piracy and
Copyright Theft...39
- 8 How to Market Your Published Book...43
- 10 How to Market Your Books Online...46
- 11 Build your "Field" & Become a Traffic Magnet...53
- 12 Make Your Published Book the Hub of Your Online
Business...57
- 13 The Internet is All About Community...62
- 14 How to Create a Sales Campaign for Your Published
Book...65
- 15 Include a Joint Venture in Your Book Marketing
Campaign...69
- 16 Link Your Products (Books) to Your Services...73

Appendix...75

- How to Write a Book You Can Be Proud Of...76
- How to Write a Book That's Written by Someone Else...79

About Carol Adler...84

Other Books by Carol Adler...85

1

Jump—And Fly!

You've written a book and now you want to publish it.

Maybe you've already learned through trial and error that most of the well-known publishers—the ones that can get your books into Barnes & Noble, Borders and other large chain bookstores; the publishers that get the kind of reviews and media slots that can make a book into a best-seller—do not accept unsolicited manuscripts.

That means if you have your heart set on publishing with one of these companies, you must first find a literary agent who will submit your manuscript for you.

You've written to 20, 30, more than 30 literary agents. You sent them a book proposal, synopsis, your resume, etc., and now you're waiting to hear from them. Just one of them.

How many weeks—months ago was that?

If you're lucky and one or more of these overworked agents *does* decide to take you on as a client, the next step is for these agents to shop your manuscript.

Another wait.

I love celebrated American author Ray Bradbury's cliff-jumping aphorism, *"You've got to jump off cliffs all the time and build your wings on the way down."*

If you want to see your book in print during your lifetime, I have a plan. I suggest that instead of jumping off a cliff, you take a flying leap off the bandwagon of mainstream publishing and instead of building wings, build a website and customized marketing plan.

Publish and market your book online, yourself.

Create a landing pad in virtual space. It will be much easier on your derrière.

Doesn't that sound more exciting (and practical) than sitting by the phone? I don't know of any writer who likes to waste time. The mind-clock is always ticking and the biological clock always tocking. Polish off that manuscript and move it onto the assembly line!

My Plan for You

1. Make sure your book reads well and has been **professionally edited**. If it needs more than an edit, make the investment. It's worth it to have a work you can be proud of. The difference between **vanity** and **self-publishing** is quality and marketability. A vanity published book is one that has the look, read and feel of an amateur.

The definition of an amateur from dictionary.com is

a person who engages in an art, science, study, or athletic activity as a pastime rather than as a profession... One lacking the skill of a professional, as in an art. Adj. - Of or performed by an amateur. Made up of amateurs: an amateur cast. Not professional; unskillful.

A vanity publisher accepts all manuscripts that are submitted. A self-publisher is a person who decides to form their own company in order to publish professionally written, edited, designed, printed, marketed and distributed books.

A writer may not wish to take on all that responsibility, so they may decide to publish their work with a co-publishing company. We'll discuss more about the difference between self-publishing and co-publishing companies in future chapters.

2. Create a website with built-in strategic online marketing technologies (search engine optimization/keyword analysis).
3. Become a super social networker. Build blogs, join social networking communities... expose and promote yourself.

Regardless of your method of publishing—traditional, self- or co-publishing—you are the best salesperson of your book(s) because no one is as familiar with the material as you are. Your books are your children.

One of my favorite online marketing gurus, Joe Vitale, candidly states that authors are their own best marketers; I was pleased to discover that my experience as a publisher is supported by one of the world's leading internet marketing experts.

Your buyers will be your friends and loyal supporters. You are the magnet that will bring those buyers to your website.

2

Publishing and Writing for 'Look & Feel'

Publishing and writing is much more than producing books and articles. It is a statement of your values, commitments and passions. Let your work reflect the "look & feel" of who you are and why you believe you are here (your life purpose). Let it deliver with gusto what you wish to express—what you really wish to convey to your readers.

"The Law of Attraction" is more than a modern New Age buzz word. It is a scientific principle: we are magnets. If we feel joyous about ourselves—if we're happy and grateful to be alive—the universe matches that vibration and offers us a wealth of opportunities for manifesting everything our heart desires.

Express your concerns through humor and satire

Recently I published a short fiction work titled *Slouching Past Bethlehem*. Many of you will recognize the title as a play on the word "towards" in W.B. Yeats' famous line in his apocalyptic poem "The Second Coming":

And what rough beast, its hour come round at last,
Slouches towards Bethlehem to be born?

Slouching Past Bethlehem "hooks the reader" with the fluff and stuff of juicy sex and is deliberately created as a quick read. Simultaneously it delivers a horrific birds'-eye view of our current global crisis.

Laced with humor and predictable situations, the work builds on the matrix of typical male-female relationship issues with which almost every person at some point in their lives can identify.

At first the plot may seem simple: Gissalayne Chondroitin's desire to find the right mate before her biological clock runs out of time for

having children... and continuously making the wrong choice for a mate.

Why? Because Gissalayne is clueless about her life purpose and what she wants to do besides collect PhDs, get married and have children.

The larger picture running simultaneously on the Big Screen is "The Chronicles of Mother Earth": feminine "goddess" energy breaking out of her shackles and giving birth to a New Age of peace and joy and harmony—and self-love.

Sowing wild oats isn't everything it's cracked up to be, learns Gissalayne from a step-mother whose life symbolizes a disintegrating society:

"Don't remember us this way, sweetheart," Winona had pleaded with her as she joined Orville for the little party.

Winona had died on Gissalayne's tenth birthday. She'd found a note on top of her schoolbooks. The handwriting was unmistakably Winona's, although the message sounded like it had been written by someone else. "Don't ever let anyone, man or woman, interfere with your dreams," she'd scrawled. "Go for your goals, Gissalayne. Show the world who you really are... and remember, you don't have to be rich and famous to be happy."

Indelibly stamped in her memory was the picture of her step-mother sprawled out on the bed, unconscious. By the time the ambulance had rushed her to the hospital, she was gone.

We all know the issues: pollution; a crashing economy; false flag terrorism; dysfunctional leadership in government, politics, religion, business—warring factions that have not yet realized how close they are to destroying themselves as well as their perceived enemies if they should proceed further with any of their several life-threatening agendas. Add to this The Big One: refusal to acknowledge life on other planets and the fact that these life forms are co-existing with us right now.

Deliver your message

The message is: "it's time to shed our adolescence"—and what better person to guide adolescent Gissalayne into her own adulthood than a cosmopolitan Man of All Worlds, Jonas Foreplay, who has no interest in politics, sports and weapons of mass disinformation?

Jonas Foreplay not only sees the Big Picture; he *is* the Big Picture, so the two are destined to fall in love—based on the author's (my own) intention of creating a Match Made in Heaven (Peace on Earth, Planetary Maturity and a balancing of the male-female energies).

I thoroughly enjoyed writing this book; in fact, I found myself sometimes laughing so hard, I had to step away from the computer and reach for the tissues to mop up my tears of laughter—and despair.

Who am I? Why am I here?

Have fun; get to know yourself through the process of your writing—and use it as a sounding board for self-expression.

Diagnostics Readiness Test

You can use this brief check list for determining if your manuscript is ready to be published.

If it's a non-fiction work, the material will be well organized; it will have a theme that is stated at the beginning. It will state why you wrote the book and what you intend your readers to learn or take away from it (this is often called the "take-away").

The writing will be clear and easy to understand. You will back up factual material with sufficient references that are carefully footnoted. Footnotes will be accessible at the bottom of each page, end of the chapter or at the end of the book in a special section titled "Notes."

You will be generous with illustrations or demonstrations to support your argument or theme.

A fiction work will deliver the all-important "who, what, where, when, why" and sometimes "how" as well, within the first page or two. The reader will have a road map they can easily follow.

The writing will be fresh, vibrant and rich with imagery. Characters will leap to life on the page. You the reader will be able to see and feel them in 3-D.

The author will know how to keep the story line moving... quickly and effectively. I like to cite Dan Brown's novel, *Angels and Demons* as one of the best examples of skillful fiction writing that is both riveting and

compelling. It took wild horses and a ringing phone during business hours to pull me away from this novel when I first read it!

Books of poetry will be original and fresh. The works will say something in a different way. They will be rich with metaphors and images. The best poetry teacher I know is Rainer Maria Rilke. I recommend his essay, "Letter to a Young Poet," to all aspiring poets and writers.

3

How to Choose the Right Online Publisher

Googling for Book Publishers opens the floodgates to over 14,700,000 entries which predictably by tomorrow will have already grown by several hundred more.

Browsing through the glitz of ads, special offers and celebrity testimonials can leave you feeling helpless and blatantly manipulated. Online marketers come from a long line of offline advertisers who are notorious for being able to sell ice cubes to Alaskans and hot toddies to Arizonans.

With all this high-pitched hyper-link hysteria, how do you go about choosing the right company for your book? Which publisher among the multitudes is going to do your work justice and also give you the best bang for your buck?

Ask your colleagues

Most people will tell you that word of mouth is one of the best ways to gather information about a product or service. However, be discerning. Personal referrals can also send you down a rabbit hole. What may work for one writer may be a potential disaster for another.

Jamie's Manuscript

Jamie just finished writing a fiction work that has a straight text interior—no graphics or diagrams. He also owns book cover design software.

Jamie isn't concerned about book sales, so he doesn't have a marketing budget. "Writing is a hobby," he candidly admits. "If

someone likes my novel, great! I don't expect to get rich from it, and chances of me becoming a best-selling author are—well—let's say fairly remote."

Jamie is honest. He's told you his goals and expectations. He's also told you his focus is not on writing and selling books. In fact, he really doesn't care about numbers. He just likes to write.

Jamie decides to publish with a budget online "turnkey company." He tells you that all he has to do is upload his designed interior and cover files and *Voila!* he has a printed and bound book drop-shipped to his home.

Margie's Manuscript

Margie is also a fiction writer. She's clueless about book design and layout and meticulous when it comes to editing and proofreading.

Unlike Jamie, Margie wants to sell her book when it's published; in fact, she wants this book to launch her writing career.

Margie doesn't have a marketing budget and her publishing budget is also limited. With two small children, she's chosen to be a stay-at-home mom and her husband's high school teacher's salary is stretched to the max.

Margie is thrilled to learn from Jamie about a low cost publishing company that he likes. The ads are enticing and the company certainly gets good recognition. Wherever you go on the internet, anything related to "books," "writing" and "publishing" seems to be linked to this company. It claims to publish thousands of books annually, and the price is certainly right.

Before signing in with Jamie's publisher, Margie wisely decides to wait for Jamie's first printed books to arrive until she can evaluate a finished product. She's glad she did.

Even though Jamie used his MS Word spell check, the published book was still loaded with glitches, such as "though" instead of "through," "two" instead of "to" and "sow" instead of "so." Most of us know what happens when we do not manually proofread a manuscript several times, before it's designed and laid out.

Jamie also didn't bother to proof his pdf files; if he had, he may have caught some of those errors before the book was set up for printing.

Although Jamie does know how to use publishing software, every professional book designer will tell you there's much more to the process of design and layout than simply converting one file to another. Jamie's margins were irregular; he forgot to insert running heads; the copyright page ended up on the right instead of the left facing page... and as for "widows and orphans..."

Margie decided to save up her money and place her book in the hands of a publisher that could give it plenty of Tender Loving Care. Another friend recommended a boutique co-publisher and Margie loved the appearance of her friend's book. This company also provided Margie's friend with a wealth of reliable information about book marketing and promotion.

Your Book

Your book is not fiction and it is longer than Jamie's and Margie's novel. It also includes graphics, photographs, tables and charts, and requires an index.

You are well aware that Jamie's turnkey "fast food" dot.com method of publishing won't work for you.

Demand quality from your publisher—and yourself

Following is an excellent article by Jim Barnes titled "Publisher Up!" in *Independent Publisher* (Volume 8 - Number 7), about the importance of producing a quality work.

Preceding the article is an excerpt from an essay by Jonathan Karp, editor-in-chief of TWELVE, an imprint of Warner Books. The essay was published in the *Washington Post* (June 29, 2008):

The barriers to entry in the book business get lower each year. There are thousands of independent publishers and even more self-publishers. These players will soon have the same access to readers as major publishers do, once digital distribution and print-on-demand technology enter the mainstream. When that happens, publishers will lose their greatest competitive advantage: the ability to distribute books widely and effectively. Those who publish generic books for

expedient purposes will face new competitors. Like the music companies, some of those publishers may shrink or die.

Many categories of books will be subsumed by digital media. Reference publishing has already migrated online. Practical nonfiction will be next, winding up on Web sites that can easily update and disseminate visual and textual information. Readers of old-fashioned genre fiction will die off, and the next generation will have so many different entertainment options that it's hard to envision the same level of loyalty to brand-name formula fiction coming off the conveyor belt every year. The novelists who are truly novel will thrive; the rest will struggle.

Consequently, publishers will be forced to invest in works of quality to maintain their niche. These books will be the one product that only they can deliver better than anyone else. Those same corporate executives who dictate annual returns may begin to proclaim the virtues of research and development, the great engine of growth for business. For publishers, R&D means giving authors the resources to write the best books—works that will last, because the lasting books will, ultimately, be where the money is.

Publishers will be forced to invest in works of quality to maintain their niche. These books will be the one product that only they can deliver better than anyone else.

At last! One cry amidst the multitude for *quality publishing!* Thank you, Jonathan Karp.

I have a personal reason for being grateful for this article. My own publishing company, Dandelion Books, was built on the same foundation: quality books for readers who want and expect the best. There will always be a place for pulp fiction and disposable books in other genres as well, just as there will always be comic book readers and pop culture fans with no desire to stretch and expand their horizons. Not everyone has to like Picasso—or Bela Bartok—or John Ashbery.

Dandelion fashioned its image after one of my favorite former publishing houses, Grove Press. Barney Rosset, its founder and editor-in-chief, has been cited as "the greatest American publisher of the twentieth century and the most influential cultural figure that you haven't heard of. Under Rosset, Grove Press and *Evergreen Review* fought decisive battles, including many before the state and federal supreme courts, defeated legal censorship, and opened American life to new and dangerous currents of freedom. But Rosset's public fight

against hypocrisy and injustice is inextricable from his tumultuous personal life: the same unyielding, quixotic, restless energy that upended centuries of law brought Rosset perilously close to destruction."

Grove Press was avant garde publishing at its best. If the truth hurts, it can also set you free.

Although Rosset never cared about being politically correct, Karp may have to be more careful; his imprint is still tied to a corporate parent. Yet even if the jury is still out when it comes to risk-taking, clearly Karp is betting on the future. He has made a commitment to bring forth *books that have lasting value*.

Jim Barnes continues:

...now that we've put away our beach toys and the new sales season begins, it's going to be EVEN HARDER to break through and achieve marketing and sales success. As Jonathan Karp states above, success in publishing is a game of chance, and the odds keep getting longer as more players join the game.

...visit (Karp's) website of his publishing imprint 12, and read his mission statement explaining how they'll publish no more than one book a month, "by authors who have a unique perspective and compelling authority." He adds this wise statement: "To sell the book is only the beginning of our mission. To build avid audiences of readers who are enriched by these works—that is our ultimate purpose."

This issue's lead article spotlights the like-minded Colorado independent publisher, Fulcrum, and how they nabbed acclaimed author Laura Pedersen from the New York houses to top their fall list. "The big publishers have become more 'accounting model' driven, and have also focused less on editorial engagement," says Fulcrum's publisher Sam Scinta. "We have been able to attract several authors who have published with the bigger houses because of how we do our business."

Scinta goes on to explain how Fulcrum supports books and authors for the long haul and builds strong author-editor relationships. Pedersen notes that during four years and four novels with a Random House imprint, she worked with five different editors and five different publicists. "The typical editor-writer Manhattan lunch became somewhat of a bad blind date since I knew we'd probably never meet again, even if according to the zodiac we were both air signs," she says.

Publishers like Karp and Scinta are trying to change this way of doing business and bring back the decency and dignity of books and publishing. I subtitled this issue "PUBLISHER UP!" as a nod to Western publishing and because I attended a rodeo over Labor Day weekend. (Cowboy Up! means, of course: when the going gets tough, work harder and smarter.)

I think it's our hope for the future not only of publishing, but for society, that we as authors and publishers assure that the book regains its status and America becomes an avid book culture once again. We need to get beyond the noise of advertiser-dominated mass communication and back to the thoughtful exchange of ideas that books provide. The "dumbing-down" of America has to stop, and literacy plays a big part. Disposable books have a place, but we owe ourselves much more.

One of the best resources for digital or on demand book publishing is Angela Hoy's *Writer's Weekly* newsletter.

On her website, Hoy writes:

The dirty little secret of the Print On Demand (POD) industry is that the most popular ones all use the same service to do our printing, and we all distribute our books through Ingram. So the quality of our books and the places to which we sell them are identical. The only real differences are the prices we charge, the quality of our customer service, and our business models.

Hoy makes an important point. Demand quality from yourself and others; maintain the highest standards in all aspects of your life.

Publish only with a company that offers quality services, including quality customer service. For example, avoid working with publishers that do not serve their customers personally. Automated or turnkey companies are glorified quick print copy services. My 25+ years of publishing experience have taught me that both pre-press and printing services require special attention.

Naming Names

Hoy doesn't hesitate to point out that:

iUniverse, XLibris, and Authorhouse and many of the smaller POD companies have a business model built around selling a base publishing package, and then upselling authors on additional services.

Whether you sell a copy of your book to anyone or not doesn't really matter because their profit comes from upselling authors on products and services. This is why they take any book submitted to them, regardless of quality.

They care more about how many authors they can squeeze through their doors than they care about quality. If they truly cared about quality, they wouldn't be putting so much garbage on the market, which actually hurts our entire industry.

Whew! Little needs to be added to Hoy's opinion about three of the largest and most popular online publishing companies.

Let me point out, however, that Hoy's own company, BookLocker.com, provides only *publishing services*. Therefore, she neatly avoids the "garbage issue" and avoids the danger of accepting money from customers whose works do not meet her own high standards.

Publishing Services vs. Publishing Companies

Booklocker.com states in its contract that "...the company is not a publisher and retains no exclusive rights to the publisher's Work. Self-published authors are their own publishers and are free to list and sell their books elsewhere."

If you go to OfficeMax, Staples, Kinko's or any other copy place and ask them to copy and bind some pages you've printed out, they will not reject your work. They will print anything you give them. So will the three online publishing companies Hoy mentions.

Similar to a turnkey online self-publishing company, a publishing services company prints your manuscript exactly as it is delivered to them. It simply pours the files into their book making machine, which prints the interior, front and back covers and binds both together with a printed spine. It looks like a book, even though it may not meet book industry standards.

Also, a publishing services company does not provide an ISBN number for your book and it does not register it with the U. S. Copyright Office or Library of Congress. Too late, many authors discover they cannot sell their books through many of the online retailers if it doesn't have an ISBN number.

If you wish to have your book professionally designed and laid out, you will be paying extra for this. Also, some publishing services companies do not do indexing. You may have to out-source this part and then deliver it to the publishing services company for inclusion.

Bottom line: If you do not want to open your own self-publishing company and you want to make sure every detail from start to finish is professionally addressed, the best option is to work with a quality co-publishing company.

However, if you *do* want to start your own publishing company and be in charge of all operations yourself, it's good to know beforehand exactly what's involved.

Self-Publishing vs. Co-Publishing Companies

Ron Pramschufer, a person I highly respect for being one of the most knowledgeable and experienced entrepreneurs in the digital book publishing industry recently posted a brilliant article in his "Publishing Basics" newsletter. The Company's main website is Books Just Books, www.booksjustbooks.com .

States Pramschufer: "First off, you can't be a self-publisher without being the publisher."

I'm very glad he makes this point. *A self-publisher is a publisher.* Full responsibility for every detail of the publishing, marketing and distribution rests on the author's shoulders.

The Business of Self-Publishing

Pramschufer continues: "I start off every seminar I give with the line 'Writing is a love, publishing is a business.' If you plan to self-publish, you are going into the publishing business. Like any other business, to be successful, you need to learn about the business.

"I use the example that you wouldn't open an auto repair business without learning about automobiles. I can take that one step further. You wouldn't think of opening that same repair shop and paying 50% of the income to the guy who installed the sign on the front door, would you?

"This is exactly what you are doing when you pay a place like Author House or L universe to publish your book. Sure, they installed the sign on the front door, but are they worth half the profit?"

Pramschufer describes this process:

With true self-publishing, the author is opening a business, just like that auto repair shop. If the repair shop needs to hire a mechanic to help him provide his service, they hire a mechanic. The mechanic works for a fee-for-service basis. The owner works for profit.

A publisher hires editors, designers and printers on the same fee-for-service basis. Back to that sign on the door, yes, the auto repair shop needs a sign but there are plenty of sign companies out there who would be more than willing to provide a sign for a fee. But, do you give the sign manufacturer a percentage of the business? Of course you don't. The same principles apply to every other component of your business.

If the vanity publishing venture capitalists ever wandered over into the auto repair business, how do you think it would work? How many people would be lining up to open auto repair shops where they pay the bills for all the services, do all the work and then split the profits with the sign maker?

Now think of that vanity auto repair shop "owner" waking up one morning and realizing that his business venture was headed nowhere and he wanted to take his investment and move on to a situation that made more business sense. How do you think he would feel when he attempted to move, and the sign maker told him he couldn't because the sign maker not only owned the sign (that you paid for) but they also own all the equipment in the shop (that you also paid for). Did I mention he owned the customer list, too? The only way you could move your auto repair shop to another location where you didn't have to split the profits, was to start all over again.

As absurd as the above example may seem, this is exactly what is happening on a daily basis out there in the publishing world. Hundreds of people are falling for the vanity press trap, every week. They are paying for 100% of the services (at an inflated price, I might add), letting the vanity press/POD Publisher hang the sign on the door and then split all the profits. When the author tries to change the arrangement and move into true self-publishing, he discovers that he doesn't own the ISBN or the printing files, or anything else, for that matter. His only choice is to start all over. Great deal, huh?

'Traditional Publishers' vs. Co-Publishers

If measured by quality of the work and a professional approach to publishing, today there is little distinction between a company that is often referred to as a "traditional publisher" and a co-publisher.

One major difference is the fact that traditional publishers often do not accept manuscripts submitted directly; they work only with literary agents. This means the work must be professionally edited before the author submits them, or they will be rejected after an editor reads the first couple pages. Usually the author must also invest time and money developing a professionally written book proposal, which serves as the literary agent's passport for contacting publishers.

Co-publishing opens the doors to authors who may need final editing and/or book doctoring assistance. Often a co-publisher will accept the manuscript with the understanding that the author is willing to pay for this professional work.

However, a co-publisher will not accept a work that is still in rough draft form or that obviously needs major development. It will not accept a work on potential alone.

Often a first author signing in with a traditional publisher will only be allowed to accept the publisher's offer if they agree to pay for marketing and promotion—demonstrating in advance that they have a hefty budget for their book launch. Usually this budget far exceeds the costs of publishing with a co-publisher.

Yes, but... if the author has a large budget for the book launch, isn't that a guarantee that the campaign will start the sales snowball rolling? No... and yes. There is NEVER a guarantee that a marketing campaign will produce significant book sales.

The marketplace is whimsical and unpredictable. What's "in" today may be "out" tomorrow. You can spend \$50,000 on your book launch and end up with the same number of sales as the author who published with a co-publisher (spending less than \$10,000 for a quality book, including a short print run).

Creative low cost marketing often gets better results than an expensive campaign with a traditional publisher.

By now we've all heard the "lipstick-on-a-pig" statement enough to know that if a manuscript lacks substance, it will never be considered a quality product. The major ingredient is still missing.

Should I Self-Publish or Co-Publish?

What is your dream? Is it to be a publisher, professional writer, coach, healer, teacher and/or seminar leader? If the answer is "to be a publisher," by all means, DO open up your own publishing company. Some of you may feel you can shoulder the responsibilities of both running a publishing company and managing your career.

If, however, you prefer to trust an experienced, reliable co-publisher because you realize how labor intensive the process of publishing really is, choose to work with a company that is known for its quality products.

Check List

Here is a check list if you wish to have your manuscript published by a bona fide co-publishing company and if you are writing to publish for profit:

1. A project facilitator (not a robot, but a live person) who will work closely with you and make sure each step of the publishing process is completed satisfactorily
2. Registrations (ISBN number, LC number and registrations with the appropriate agencies)
3. Editing and proofing of your manuscript when it is still in MS Word
4. Professional layout and design; proofing and "tweaking" of the pdf file before it is sent to you for your own proofing and signoff
5. Revision of the interior pdf file if necessary, before the file is set up for printing
6. Professionally designed front book cover
7. Professionally developed back cover copy, design and layout

8. Revision of the book cover if necessary, before the pfd file is set up for printing

9. Book proof or sample of the digitally setup book

10. Revision of the book proof, with another setup of the cover and/or interior if necessary

11. A sufficient number of printed copies to be sent to the registration offices and to have on file for potential review and foreign rights requests (I suggest ordering 100 copies initially, with approximately 30 copies to be kept with the publisher for their own sales and promotion).

4

A Perfect Match: The Internet & Digital Book Publishing

Internet marketing and digital book publishing were made for each other. Romance was in the air as soon as gifted authors and successful entrepreneurs realized they no longer had to play the waiting game of months, sometimes years to get their books into print with traditional publishers.

Often that process involved two doors of white glove acceptance: first from a literary agent when direct manuscript solicitation was no longer possible, and then from one of the agent's coveted publishing connections.

Written works are an author's children; ask any dedicated writer and they'll tell you that.

Imagine standing in line for years to get a birth certificate!

We cannot place the blame wholly on book publishers. Until recently, like the newspaper, magazine and other print industries, book publishers depended on offset printing presses to produce their products.

To quote Wikipedia http://en.wikipedia.org/wiki/Offset_printing, "offset printing is a commonly used printing technique where the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface. When used in combination with the lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat (planographic) image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a water-based film (called 'fountain solution'), keeping the non-printing areas ink-free."

Metal plates required considerable storage space. They were also sensitive and had to be treated with care. Unless a book started to sell well and it made good business sense to do additional print runs, printers would destroy the plates.

Consider all the challenges of this archaic method of printing. The publisher had to be a good gambler and place an advance bet on potential sales in order to determine the size of a print run.

Added to this challenge were storage and transportation. Intermediaries—distributors and wholesalers—were as valuable and necessary to the industry as the publishers themselves. They also ate up the profits, often requesting as much as 60% of the list price of a book. The publisher's 40% had to include retail deductions (books rarely sell at list price), marketing, promotion, and author royalties.

Welcome to the New World of digital “On Demand” publishing

The arrival of digital technologies with state-of-the-art production and delivery systems for printed materials created a new business model for publishers *and* authors.

Digital printing and print on demand technologies have not only revolutionized the publishing industry; they have “evolutionized” it.

Today, books can be printed at the time they're purchased and drop-shipped directly to the buyer. Intermediaries are no longer necessary, especially if authors choose to self-publish or work with a co-publisher that knows how to sell books on the internet and through other on demand direct marketing venues.

Authors and small publishers pushed open the floodgates. Dot.com “turnkey self-publishing” companies poured onto the internet, making it affordable for anyone to become a published author.

At some point, digital publishing was destined to cut into traditional publishing revenues, and in the opening of the 21st century when this became a reality, the war began.

The traditional publishing industry fights back

The first weapon used by the traditional or elitist “New York” publishers was the word “vanity.”

Any book that was produced by publishers outside the “Madison Avenue” Establishment was labeled “vanity.”

By whom? By The Establishment; the “traditional publishers,” because the product was not one of theirs.

“Vanity publishing” already had a bad name—and richly deserved. Many amateur writers, realizing their works did not qualify because they were either poorly written or developed for self-serving purposes (merely to get their names in print) simply paid a printer who owned a block of ISBN numbers to do an offset print run of their unedited manuscripts.

Unfortunately, many professional writers who deserved to have their work recognized and acknowledged had also taken that route when, for one reason or another, traditional publishers refused to let them in the door. Sometimes the work was too risqué or too esoteric (without a large enough buying public to deliver significant profits). Other times, a quirky editor didn’t like it or had a political reason for sending a rejection slip.

If it weren’t for “vanity/self” publishing, many of the world’s most outstanding works never would have been given a chance to reach the public.*

Because of the slur and blur between amateur and professional, “vanity” was the perfect poison arrow to aim at the public. Any book that was digitally published would be barred from brick and mortar shelves. The reason for the boycott was obvious.

Digitally printed books did not fit the intermediary model whereby wholesalers and distributors scooped up 60% of the sale price of every book first. The corporate link between bookstores, the media, intermediaries and New York publishers was public information.

Either you played their game or you didn’t qualify.

'Vanity,' or Self-Righteousness?

The propaganda was in place: even though publishing companies using digital on demand technologies could produce handsome-looking products, they were still only "imitations of real books."

Unfortunately, business is business. Money was pouring into the coffers of independent publishers and self-publishing authors who had already jumped on the digital band wagon.

Although their company may not be part of the prestigious family lineage of Simon & Schuster, Harper/Collins, Random House, etc., the fact was—as one of my great-aunts used to say with a shrug of her shoulders as she snipped out a Saks Fifth Avenue label from a rummage sale cast-off and stitched it into her bargain basement outfit—"Who's to know?"

It was true. Within a short period of time it became difficult to tell the difference between an offset and digitally printed book. Exceptions may be books containing art reproductions that may require special care and equipment, regardless of the method of printing.

Who started budget publishing, anyway?

Who could ever forget the exciting and innovative emergence of Random House's low-cost "Modern Library" editions? Modern Library books were ugly. Their paper quality was so tissue-thin one could read the print from the backside page. But they allowed people to buy quality classics at budget prices. Random House made a fortune on this low-cost innovation.

Penguin paperbacks and Simon & Schuster Pocket Books had already found an established niche in the marketplace... and talk about chintzy! You don't have to be 55+ to reach for the magnifying glass; one can hardly read the print. These undersized books, often thick and clumsy to hold and with pages falling out or refusing to stay flat, were a disaster—an insult to the book industry. I still own some of them and am now in the process of replacing them with ebook editions that I can download to the hard drive of my computer or one of my reading devices.

Let's be fair to both sides. Low-cost services that can produce the same results are an open invitation for the mavens. Predictably, in less

than two years, the internet was measled with “fast food” dot-com self-publishing companies that promised innocent aspiring authors a Published Book for under \$100.

Although the price has gone up since then, the same mediocrity persists, only multiplied exponentially by hundreds of other dot.com printing companies eager to hop on the GRQ (get rich quick) bandwagon. Most of these companies have added other features to their original turnkey “design and print” menu, but it still looks, tastes and smells like the same mediocrity. You get what you pay for.

What happened to quality content?

The one missing ingredient that continued to give traditional publishing companies the trump card was quality content. Often these low-cost digitally printed books went to press without being edited and they were never proofread unless authors did the work themselves. Editing and proofing are labor intensive and can be expensive—especially if professionals are contracted to do the work. Therefore, to keep down their overhead, these services were not included in pre-press costs. The business model focused on selling writers low cost affordable services and swiping the credit card as soon as customers signed on the dotted line.

The other missing ingredient integrally linked to quality content was *revision*. It is said that a writer is not a professional until they commit to the process of revision.

Thus, to a certain extent, traditional publishers had a right to ban these mediocre products from the marketplace by not allowing them on the shelves of brick-and-mortar stores and forbidding the media to review them. And yet... we all know about those best-selling titles that never would have reached the public if not for enlightened authors who decided to take matters into their own hands and self- or co-publish.

Reconciliation

I felt it extremely important to include a chapter about the tug of war between traditional (offset printing with intermediary distribution) and digital (digital printing with on demand direct distribution) publishing in this book in order to point out the one factor that both have in common. That common denominator is *quality*.

It doesn't make any difference how a book is printed or distributed. All that really matters is value. The work has to be:

- written well
- informational, aesthetic, inspirational or spiritual value
- original
- riveting, engaging or compelling

Aim for the highest standards. Give your book all of these best-selling qualities and you have a head start for marketing it—yourself.

*Self-Published Books

Remembrance of Things Past, by Marcel Proust

Ulysses, by James Joyce

The Adventures of Peter Rabbit, by Beatrix Potter

A Time to Kill, by John Grisham

The Wealthy Barber, by David Chilton

The Bridges of Madison County, by Robert James Waller

What Color is Your Parachute? by Richard N. Bolles

In Search of Excellence, by Tom Peters

The Celestine Prophecy, by James Redfield

The Elements of Style, by William Strunk, Jr. (and his student E. B. White),

The Joy of Cooking, by Irma S. Rombauer

"When I Am an Old Woman I Shall Wear Purple," poem by Jenny Joseph

Life's Little Instruction Book, by H. Jackson Brown

Robert's Rules of Order, by Henry M. Robert

Authors who Self-Published

Deepak Chopra, Gertrude Stein, Zane Grey, Upton Sinclair, Carl Sandburg, Ezra Pound, Mark Twain, Edgar Rice Burroughs, Stephen Crane, George Bernard Shaw, Anais Nin, Thomas Paine, Virginia Wolff, e.e. Cummings, Edgar Allen Poe, Rudyard Kipling, Henry David Thoreau, Benjamin Franklin, Walt Whitman, Alexandre Dumas, William E.B. DuBois – [List from ParaPublishing.com]

Rejections from Traditional Publishers

Pearl S. Buck - *The Good Earth* - 14 times

Norman Mailer - *The Naked and the Dead* - 12 times

Patrick Dennis - *Auntie Mame* - 15 times

George Orwell - *Animal Farm*
Richard Bach - *Jonathan Livingston Seagull* - 20 times
Joseph Heller - *Catch-22* - 22 times
Mary Higgins Clark - first short story - 40 times
Alex Haley - before *Roots* - 200 rejections
Robert Persig - *Zen and the Art of Motorcycle Maintenance* - 121 times
John Grisham - *A Time to Kill* - 15 publishers and 30 agents (he ended up publishing it himself)
Chicken Soup for the Soul - 33 times
Dr. Seuss - 24 times
Louis L'Amour - 200 rejections
Jack London - 600 before his first story
John Creasy - 774 rejections before selling his first story. He went on to write 564 books, using 14 names
Jerzy Kosinski - 13 agents and 14 publishers rejected his best-selling novel when he submitted it under a different name, including Random House, which had originally published it
Anne Frank – *The Diary of Anne Frank*

5

Book printing – A Tribute to Jason Epstein

Book printing has taken a giant leap forward not only off the page and into space, but also reincarnating in digital format through an amazing automated “book making machine” known as the Espresso.

Jason Epstein, former editorial director of Random House and founder and CEO of On Demand Books www.ondemandbooks.com, the company that markets the Espresso, is one of the pioneers of the new book printing and storage revolution.

The backlist: backbone of the book industry

In 1951 when Epstein went to work for Doubleday, it didn't take long for him to learn that the key to book industry survival is “backlist.”

As Epstein expounded in his 2008 Hong Kong Book Fair address, publishing cannot exist without backlist:

Backlist is a publisher's most important asset: titles that have covered their initial costs, earned out the authors' advances, require no further investment except the cost of making and shipping the book itself and which sell steadily year after year without advertising or significant sales expense.

Without a substantial list of such titles a publisher cannot survive. The same can be said of a civilization, for the books that survive the test of time, books that are treasured and read year after year, are humanity's backlist, our collective brain.

I do not refer simply to the classics of our various traditions but also to the more recent books, hundreds of which are published every year and join the backlist if not permanently at least long enough to move the process forward, provide depth and complexity to our understanding for those who seek it.

Backlist deepens our knowledge of human experience past and present. Without these books we would not know who we are or where we came from or where we may be going.

Publishers are secular priests

“Publishing is not really a business at all, at least not a very good business,” declared Epstein. “If it’s money you want to make, go into a real business and take your chances... publishing is a vocation, a secular priesthood for publishers are caretakers of our collective memory, indispensable servants to those other caretakers, poets, story tellers, librarians, teachers and scholars.”

Did I cringe when I read that statement? I hope so—otherwise I, like many other publishers would be living in denial. Every serious publisher is well aware that it’s not the brass ring of a best seller but something else far more significant that motivates us to dedicate ourselves to bringing forth quality books.

We “secular priests” are also deeply committed to the backlist: preservation of the written word. If only one person finds value in a book that is out of print, it is worth the effort to reissue that work and make it available.

Print on Demand – Backlist Bonanza

The major breakthrough for backlist occurred when digital technologies burst into the marketplace and print on demand became a reality.

As a writer who signed a contract with one of the “New York” publishers for a book that was censored shortly after it appeared, and as a publisher myself who opened my company in 2000 expressly because I was concerned about valuable books that got lost to the latest cookbook or diet book, I was among the first to recognize digital on demand production and delivery technologies as a way to save the backlist. It was also a way to make censored books available to a public hungry for the truth. Once a book becomes archived in backlist, it is there forever, on “someone’s” hard drive.

“Books written last year, ten years or a hundred years ago will always be available, thanks to print on demand,” I wrote in newsletters and press releases that described the Dandelion vision.

I recall my own "visioneering" with colleagues when I would describe one-off book buying and seamless order and fulfillment from a shopping cart website.

Colleagues thought I was crazy. "It'll never happen," they retorted.

"And then," I added, ignoring their rebuttals, "one day someone will come up with a portable print on demand machine that will print books a minute at a time. Like a jukebox, the buyer will punch in the letter and number code, press the 'Start' button and out of the chute will slide a perfectly produced paperback book. We can then place these glorified printer/book makers in bookstores, coffee houses, libraries... wherever people want to read, discuss and buy books."

"It'll never happen," they repeated.

Today, thanks to Jason Epstein and his mission to save the backlist, it *has* happened... and all the nay-sayers are now jumping on the bandwagon.

6

Ebook Publishing 101

Ebook publishing is the latest and greatest way to get your books before the public.

Hard copy Print on Demand books may never become passé, but few will deny that the latest buzz is about the Amazon Kindle ebook reading device. After purchasing an ebook at the Amazon Kindle store, it is delivered wirelessly to the buyer's reading device.

Sony Readers, the second most popular ebook reading device, deliver their content as a downloadable through a buyer's USB computer port. Both systems are user friendly and efficient.

Before the arrival of the Kindle and Sony reader, ebook reading was limited to computer screens. Or, if the buyer preferred to read a paper version, they had to print out the pdf documents and clip them together, place them in a notebook or spiral-bind them into the semblance of a hard copy book. This actually defeated the purpose of ebooks or "electronic books" that could be read virtually, from a screen, and in the long run, was usually more expensive than buying the actual hard copy already printed out and bound.

Before the arrival of the Kindle and Sony Reader, several enterprising companies tried to sell ebooks that were downloadable to reading devices. Unfortunately, the screen or reading area on these devices was hard on the eyes. The new patented "E-ink screen" technology used for the Kindle and Sony readers eliminates these eyestrain challenges. Some even claim that Kindle and Sony reading is less strenuous on the eyes than hard copy book reading.

Also, the world may not have been ready for ebooks. Since that time the world has become much more electronically mobile. People now use smartphones and hand-held devices (PDAs) as well as e-reading devices for downloading everything from web content to articles and full-length ebooks.

Ebook readers are also earning kudos from dedicated environmentalists, since ebooks eliminate the need for paper, glues and other materials that drain our natural resources.

Write and publish ebooks on everything and anything!

Ebooks can be used as glorified business cards, short, simple how-to books, and instruction manuals (e.g., you may be a fitness trainer with some new resistance training exercises that you'd like to demonstrate; or, possibly you're a professional musician with new practice exercises that you've discovered are effective in solving certain musical challenges, etc.).

Ebooks are perfect for poetry. If you have a social networking site and you'd like to share some of your poems, ebook publishing is ideal. If you want to self-publish your ebooks, you can create a low- or no-cost cover, purchase an ISBN number and download it to the Amazon Kindle Media Library free of charge. Join Amazon Associates if you haven't already, and you'll be burning the Kindle-Candle at both ends!

While you're at it, if your friends and family have never heard of Amazon Kindle, introduce them and start selling this amazing reading device as well as Kindle ebooks. Commission for selling Kindles is excellent.

Create a collection of short-shorts and make it into an ebook. These "fiction bytes" are perfect for people reading on the fly. Don't shy away from publishing longer fiction works. One of my favorite pastimes is curling up with my Kindle and reading a good ebook novel.

Articles into ebooks

Ebooks are an excellent medium for articles. One long article of approximately 25 pages in length (250 words to a page) could be an ebook; or you may wish to publish a longer ebook that is a collection of articles on the same topic.

Recycle your blog entries; spruce them up, add a bit of information here and there and publish them as an ebook.

Your ebook publishing can also include ebook conversions to the many different formats used by retailers, smart phones, PDAs and other portable devices.

Ebook Types

The pdf Ebook. Today, Adobe Acrobat software can convert any MS Word document into what is known as an imaged or pdf file. You may choose to convert a book manuscript into a pdf file. You can then place this pdf file on your website to be downloaded as a promotional freebie or as a product you are either selling or giving away.

Caution: Before exposing it to the public, make sure this work has been carefully edited, proofread and tastefully formatted.

Lightning Source creates its Glassbook ebook model from pdf files; these are distributed to a number of companies served by their parent company, Ingram Digital Services.

Caution: Pdf files converted back to MS Word documents are not the same as pdf files that are images of professionally designed and laid out manuscripts using publishing software such as InDesign or Quark Xpress. (Some people design and lay out their books using MS Word, but most professional book designers will tell you the end result is inferior to a book interior that is designed and laid out by special book publishing software.)

Although software now exists for converting pdf files back to MS Word, usually you will have to make a few post-conversion adjustments.

Mobipocket. As its name suggests, Mobipocket format is used for mobile versions of books and articles, such as PDAs and smartphones. Mobipocket also maintains its own bookstore of extensive titles and offers the conversion software free to anyone who wishes to do the conversions themselves.

Caution: I tried this and although I do have a basic understanding of IT, it didn't take long for me to pick up the phone and call one of my online professional publishing book designers to ask for help and a quote.

Amazon Kindle. If you have an MS Word document, convert it to Rich Text Format (RTF), remove the page numbers and other headers and

footers, and you may have a document that will easily upload to the Amazon digital media center for Kindle book publishing.

Caution: Preview the upload; you may discover some glitches, such as text clumped together or places that did not convert properly. If necessary, contact a professional IT person and have them help you.

What is the purpose of ebook conversions?

MS Word or professionally designed files converted to pdf do not transfer properly to most ebook reader devices, and certainly not to cell phones. Although some PDAs and reader devices can receive certain pdf files, most of them arrive in sad shape and have to be reconstructed.

Conversion companies for ebook publishing will quote a fee that is usually based on the size of the manuscript (number of pages) and amount of manual adjustment or tweaking that must still be done in order to make the pages look right and read well.

Light up your day with an Amazon Kindle!

Following is a product overview for the Amazon Kindle, which in my opinion (I own several different ebook reading devices) is superior to all the rest:

- Revolutionary electronic-paper display provides a sharp, high-resolution screen that looks and reads like real paper.
- Simple to use: no computer, no cables, no syncing.
- Wireless connectivity enables you to shop the Kindle Store directly from your Kindle—whether you're in the back of a taxi, at the airport, or in bed.
- Buy a book and it is auto-delivered wirelessly in less than one minute
- More than 190,000 books available, including more than 90 of 112 current *New York Times*® Best Sellers.
- Free book samples. Download and read first chapters for free before you decide to buy.

- Top U.S. newspapers including the *New York Times*, *Wall Street Journal*, and *Washington Post*; top magazines including *TIME*, *Atlantic Monthly*, and *Forbes*—all auto-delivered wirelessly.
- Top international newspapers from France, Germany, and Ireland; *Le Monde*, *Frankfurter Allgemeine*, and the *Irish Times*—all auto-delivered wirelessly.
- More than 250 top blogs from the worlds of business, technology, sports, entertainment, and politics, including BoingBoing, Slashdot, TechCrunch, ESPN's Bill Simmons, The Onion, Michelle Malkin, and The Huffington Post—all updated wirelessly throughout the day.
- Lighter and thinner than a typical paperback; weighs only 10.3 ounces.
- Holds over 200 titles.
- Long battery life. Leave wireless on and recharge approximately every other day. Turn wireless off and read for a week or more before recharging. Fully recharges in 2 hours. Unlike WiFi, Kindle utilizes the same high-speed data network (EVDO) as advanced cell phones—so you never have to locate a hotspot.
- No monthly wireless bills, service plans, or commitments—Amazon takes care of the wireless delivery so you can simply click, buy, and read.
- Of all the ebook reading devices on the market, Amazon Kindle is the only one that includes free wireless access to the planet's most exhaustive and up-to-date encyclopedia—Wikipedia.org.
- Email your Word documents and pictures (.JPG, .GIF, .BMP, .PNG) to Kindle for easy on-the-go viewing.

Ebook publishing checklist

1. An experienced ebook publisher will consult with you to make sure you have a clear picture of why you wrote your ebook, the message you want to deliver to the reader, and the take-away"—what you want the reader to remember or take away with them.

2. If you are not self-publishing your ebook, make sure the publishing company you choose will be able to perform the various formatting conversions.
3. Make a plan with your publisher for marketing and distributing your ebook. A reputable ebook publisher will give you several options. They may also offer an ebook marketing package. If you'd like to see Dandelion Books' ebook marketing package, contact me (contact information at the back of this book) and I'll send you this information.
4. Have a full understanding of the online technology you will need in order to market and sell your ebook.
5. Inquire about distribution choices, in addition to selling your ebook from your own website, blog or sales page. You will want to have your ebook distributed to online ebook stores that work through intermediaries such as Ingram Digital Group, and you will also want to have it set up at several of the other large ebook stores, such as fictionwise.com and mobipocket.com. You will certainly want your ebook available for downloading in the Amazon Kindle store.

7

Ebook Publishing Requires Protection from Piracy and Copyright Theft

Ebook publishing faces the same issues as song and other forms of downloadable music publishing. How can it really be protected against piracy and theft?

It's easy to steal ebooks. Anyone can copy a pdf file after it has been downloaded to a hard drive other than your own.

Although the file may be a "read-only" or protected by a password with only one download permissible, once it's archived on another person's hard drive, it can be transmitted by email free of charge to others.

Will Ebook theft cause people to stop writing?

This is a question posed by the Society of Authors, UK association. As a writer myself, I think the question is as humorous as is its answer predictable. Nothing, absolutely nothing, would keep me from continuing to write more books, articles and poetry... but I would surely do everything I could to protect them.

The intricacies of copyright

Copyright has always been a volatile matter. By merely placing your name as the byline after the title of an article or book you've written, you're claiming ownership. How easy is it to remove that name and replace it with another?

The simplest old-fashioned way to prove copyright of a document is to write a letter containing ownership information and post it. The letter would read:

To Whom It May Concern:

*This letter states that I am the author of XXXX.
The title of this work is XXXXX, by (my name).
I completed writing this work on (date).*

*Sincerely yours,
(printed name and signature)*

Address it to yourself and when it arrives in your mailbox with a postal registration stamp as proof that it was sent through the U.S. Postal Service, attach the envelope to the document and file it in your security box where you keep other legal documents.

Register Your Book with the U.S. Copyright Office

It is now possible to electronically register an ebook with the U.S. Copyright Office. This is a huge step forward—a necessary one if you want to make sure you are protecting your intellectual property.

Go to <http://www.copyright.gov/forms/> where you will find basic information and links to obtain the forms with filing information.

Advantages (for filing online) include:

- Lower filing fee of \$35 for a basic claim (for online filings only)
- Fastest processing time
- Online status tracking
- Secure payment by credit or debit card, electronic check, or Copyright Office deposit account
- The ability to upload certain categories of deposits directly into eCO (go to the website for an explanation of eCO) as electronic files
- Before filing online, please see eCO Tips, eCO FAQs, or eCO Tutorial.

Ebook anti-theft software

Ebook anti-theft software is a must for anyone who is serious about writing, marketing and selling ebooks.

Digital text piracy has new meaning for those who've had it happen, and when it comes to ebook theft of books that are also available in hard copy printed editions, duplication is a tempting user friendly process that has caused many publishers to lose control over their products.

"Look inside" programs and downloadable free excerpts are great ways to promote a book, as long as the rest of the product cannot be obtained by reconfiguring the hyperlinks.

Thanks to a group of savvy IT techs, outstanding new software is now available that not only protects your pdf ebook files from website thieves and mavens, but also places them with an ID number in a data base specifically for keeping electronic files under lock and key.

If you're planning to sell your ebooks from your own website, you must invest in reliable ebook anti-theft software. It is as basic as any other type of property insurance. After doing my own research and speaking with several knowledgeable internet marketers about ebook anti-theft software, I chose Product Padlock.
<http://www.productpadlock.com/index.html>

Go with the experts

It doesn't take long—only a couple errors and hopefully not the loss of a lot of time and money!—to realize that veteran internet marketers who've risen to the top of the heap got there not because they learned how to cheat and con others but because they have products that work.

I'm extremely pleased to recommend Product Padlock because it has been developed by experts IT marketers who recognized the piracy problem and tried to pre-empt it.

Register your ebook with R.R. Bowker

Make sure your ebooks have ISBN numbers. To learn how to obtain these production identification numbers and how to register your books (ebooks and hard copy), go to
<http://www.bowkerlink.com/corrections/bip/itemsearch.asp>

Do these methods actually prevent piracy?

Of course not. If a person wants to plagiarize or steal intellectual property, they'll find a way to do it; isn't that true with just about anything in this world (except our natural talents?!)? At least you can reassure yourself, however, that you've properly protected yourself with appropriate documentation. Then, if a situation should arise you will be prepared to deliver these documents to a reputable entertainment attorney.

At <http://www.profitavenue.com/article68.htm> you will find additional information about ebook publishing protection with examples of legal disclaimers that successful ebook publishers print on the copyright page of their ebooks.

8

How to Market Your Published Book

Almost anyone can tell you how to publish a book but practically no one can tell you how to market it.

How can that be true? The internet is glutted with marketing experts begging to show you how you can easily sell everything from kitchen sinks to sink cleaners.

Almost daily one or more of these Amazing Guru sales pages with its long tail of testimonials slips through your spam filters to deliver six figure success stories.

So... why can't one of these wizards wave their magic wand over your book and make it into a best seller?

They can try, if you're willing to gamble on a 50-50 chance of success and if you have the megabucks to show them how.

Aye, there's the rub.

Almost every marketing expert will tell you right off that authors are the best promoters of their works.

Some authors will jump at the chance to take charge of their own marketing. They just need some tools—and here's where a reputable online marketing company really can help.

"I'm a writer... marketing isn't my thing"

Other authors will candidly admit that for them, marketing and promotion is grunt work... a waste of their valuable time. *And after all, isn't marketing supposed to be part of the publisher's job?*

Twenty or so years ago, maybe yes. Compare that statistic to today's glut of over 300,000 titles published annually! (*Publishers' Weekly*)

Publishing a book is a large investment. Today, often a traditional publisher will request new authors to finance their own marketing and promotion to defray some of the initial costs. Before signing the contract, authors will be required to place a tidy sum of money in escrow.

Without serving up sour grapes, this may be one of the reasons why politicians, celebrities and other writers with well-padded budgets may get red carpet treatment while a budding novelist with an extraordinary new fiction work gets a pink rejection slip.

Now that we've cleared up the mystery about who's going to market your book, are you ready for the next question?

Why did you write this book?

If it's a novel, the answer to that question is easy. You're an artist and you love to entertain, inspire and enlighten those who appreciate a good story. Through self-expression and the written word, you want to make a difference.

If it's non-fiction, somewhere in the backyard of your mind a business opportunity is being born. You may not know this yet because the idea that's been germinating hasn't been consciously acknowledged.

So let's do that, right now. Let's start to build the foundation for an online enterprise with your newly published book as the cornerstone.

Let's say your book is about current events. It's highly controversial and loaded with need-to-know information.

You decide you want to create a news reportage website that will deliver a wakeup call.

Do you sense a mission statement being born?

Now that you know how to publish a book, you will be writing and selling many more works on this highly controversial wakeup call website. You'll also be selling your colleagues' books.

You could sign a distribution agreement with your colleagues so you can earn a commission on your sales of their books. You can also set up an affiliate program so others can benefit from selling *your* books.

I've just finished ghostwriting a book for a kindergarten teacher with some amazing new early childhood development tips and techniques. I already know her book is going to be a winner... but first people have to find out about it.

In addition to selling her book as a print on demand hard copy, this client also wanted to sell her book as an electronic downloadable product, or ebook. "How can I set this up through my already existing website?" she asked.

Another client is a therapist with years of experience in helping people release anxiety. Currently I'm editing her first ebook. "How can I use this ebooks to attract clients? What kind of website do I need to build?" were her two questions.

A third client is launching a motivational seminar enterprise and I've just finished doctoring her first book. "I want to sell my book at the back of the room at my seminars," she told me, "and I also want to develop a website based on my motivational program."

All three of these gifted professionals are planning to write and publish more books after launching their first one. They're also eager to develop CDs, DVDs and other products that can be downloaded from their website. Eventually they will add teleseminars, audio and video podcasts to their websites.

Make your book your business!

9

How to Market Your Books Online

I remember back in the early nineties crowding around a computer while an internet marketing expert brought up a tiny black and white photo of a wrist watch. Jubilantly he informed us that one day it would be possible to sell almost anything on the internet.

Who would be the magician, we wondered. At the time there was no way for anyone to find the wrist watch, learn more about it, pay for it and arrange to have it shipped.

That was only a few years ago.

Not long after that I ghostwrote and published a book for a company that was selling rejuvenation products and services. Amazon.com was so new most people had never heard of it. When I suggested to the company marketing director that they sell the book in an online store, they thought I was crazy.

Who would ever go to a website to buy books, they joked. Why should they, when they could drive over to a Barnes & Noble or Borders, pick up whatever they wanted and carry it home with them? Instant gratification versus waiting for a book to be shipped seemed to be a much better option.

How times have changed!

Consider today the cost of gasoline, parking fees; and the time, energy and inconvenience of having to drive to a shopping mall or plaza to buy a book when you can sit down at your computer and in a matter of minutes place your order and have it drop shipped to your doorstep, often free of charge?

Online bookselling has become a billion dollar industry—and no wonder. It's a win/win for everyone: consumer, retailer, publisher, and author. Shoppers can choose from a selection many times larger than any brick and mortar bookstore's shelf space would allow, and discounts are often much better.

Added to this is availability. Thanks to print on demand, books no longer have to be listed as out of print. The backlist continues to grow.

Authors and publishers can economically yet aggressively market and promote their books, and if they sell their products directly from their website—especially recommended for ebook sales—the lion's share of the profits goes into their bank accounts first. Formerly it was the other way around; if an author signed a "net" rather than a "gross" contract with a traditional publisher, often their royalties turned into goose eggs and the publishers themselves took a loss.

You can do it too!

We now know the power of the World Wide Web, Google, Yahoo and other search engines. We also know that many people have been able to quit their day jobs and make sizable monthly incomes on the internet.

You will probably always remember the first time someone you don't know—not your Aunt Susan or your sister or grandmother, but a total stranger—clicks on the "Buy Now" button and orders one of your books. It is a triumphant moment, for sure!

Even though you've been creating hundreds of content-rich material—doing everything possible to monetize your website—when you finally make that first sale, even if it's only *one sale*, that voice inside will be yelping excitedly, "Internet marketing actually works!!"

Choose the right marketing plan

Almost every day a new book or another online marketing guru appears with yet another Success Formula or end-all CD or DVD, with success stories to back up their products.

I've lost count of how many books and articles I've read on the subject, and how many tools and techniques I've filed in my library or archived on my computer. How does one choose which marketing seminars to attend, or which marketing products to purchase?

The fact is:

There is no one way to market your book(s) because ultimately what will work for you may not work for anyone else. Or, what works for everyone else may not work for you.

Each of us is unique and we have a unique way of presenting ourselves and our material.

On the other hand:

Many of the success formulas for marketing and selling your book *could* make you a multimillionaire overnight. You could make so much money simply following the step-by-step process outlined in a certain marketing expert's seminars or home study course, you wouldn't hesitate to recommend this amazing program to all of your colleagues.

Here's a check-off list of ToDo's:

- Review the contents of your book.
- Determine your target market. Who is your readership, or who will benefit most from buying and reading this book?
- What is the profile of your target market? For example, are they environmentally conscious? Spiritually oriented? Focused mainly on traditional values? College-age? Teenage? Single? Married? Entrepreneurially inclined? All of these?

The more clearly you can identify your target market, the easier it will be to determine what type of marketing will work best for your book.

For example, if your target market is young people and professionals who may do a lot of text messaging, your book will work well for social networking, blogs and other places these people visit regularly. Your product is a perfect candidate for "virtual word of mouth" referrals.

Hard Copy Books that are printed "on demand" are an excellent product to sell from your website if you're willing to stock and ship them yourself.

Advantages: You'll make more money than selling them through Amazon.com, bn.com, Ebay and other online stores.

Disadvantages: Packing, picking and shipping require person power. At first, if your web traffic is small, this may not be a problem. However, as your business grows, this can be a chore. If you're selling several books, you will also need storage space.

In addition, you may feel that it's necessary to get a toll-free ordering number. This requires personnel to answer the phones if the orders start to come in thick and fast.

Another challenge is competition from established online stores. Possibly they offer discounts that you can certainly match, but if they also offer free shipping, after you've deducted printing cost, your own shipping costs from the print on demand company to your office, cost of both shipping materials and postal fees (plus labor, unless you want to offer your own labor free of charge as well!), whatever's left may not seem worth it.

An excellent option is to sell your books through online stores such as amazon.com, alibris.com and bn.com. Join their affiliate programs and use your affiliate-embedded link whenever you promote your books from websites, blogs, lenses and other places. The online bookstores will stock your book (charging your print-on-demand company for the printing cost only when a book is sold) and do the picking, packing and shipping. Of course they'll charge for these services, but when you start to do volume sales, it will be worth it in the long run.

For writers who are working with co-publishers: Choose an online publishing company that has built-in marketing

When shopping for the right online publishing company, the first item to consider in addition to providing quality products and services, is **marketing**.

How can that company support your marketing and promotion efforts?

It's also possible that the online publishing companies you're considering are not concerned about what happens to your book after they've completed the production work. They may tell you at the outset that their sole responsibility is to produce your hard copy or ebook. Marketing is an area where they do not claim to have any experience.

I've met several publishers who have candidly declared, "Not for anything in the world would we want to be involved in the marketing process of the books we publish!"

There's nothing wrong with this approach to business as long as everyone is honest about their responsibilities and your online publishing company does not make promises it will not deliver.

However, I have yet to meet an author who invests in publishing their books who doesn't want to sell as many books as possible, and my experience as a professional writer, publisher and former PR exec has taught me that every author wants to publish with a company that offers expert marketing. If the product is an ebook, I can't imagine working with a publishing company that doesn't have a full understanding of online marketing and promotion and that doesn't offer it as an integral part of its production package.

If a publisher does offer marketing, it doesn't mean that the publisher is responsible for getting sales. By this time you've probably learned if the experts haven't told you, that authors are the best marketers and promoters of their books.

What it does mean is that your publisher has already done considerable research for you. They care enough about you and your mission to make certain they will be able to provide this service as an integral part of their publishing package or as a viable add-on.

They already know you will want all the help you can get from people like themselves who have been in the publishing business long enough to have taken some of those falls that they can help you avoid. They may also know how you can get the best bang for your buck.

Your goal is to create a loyal readership that will be there for you when you're ready to publish the next book—and the next one after that.

Build Your Own Strategically Monetized Website

Before the internet and its proliferation of websites, blogs and social networks, book marketing and promotion were costly and often prohibitive for a self-publishing author. They were also relatively ineffective, since self-publishing authors were barred from selling their books in brick and mortar stores, getting reviews from the most prestigious journals, and being interviewed by mainstream media.

Now, however, the tables have turned. By learning how to be an expert online marketer and social networker (assuming you have an outstanding book to start with), every writer has an opportunity to become a best-selling author. And if your online publisher can lead you to a marketing company that offers this potential, you'll be one more step ahead of the rest.

Introducing SiteSell!/SiteBuildIt! (SBI)

Recently, Dandelion Books added to its publishing package what I believe to be the most exciting, innovative and successful online marketing program on the internet.

The name of the program or package is SiteSell!, also known as SiteBuildIt! or "SBI." Dandelion even offers a special rate for clients who build their marketing websites through SBI and use their unique marketing and support tools.

To date, I can attest that SBI is the only company that has easy affordable solutions for building websites that are structured from Day One for becoming a traffic magnet. (It has a user friendly video and audio based on Eight Days of progress, with the word "day" representing the next item on the SBI ToDo list.)

An SBI website is integrally linked to the search engines. Web owners give their visitors a chance to know them before they introduce products and services they may be selling. This is called "pre-selling."

The founder of the company, Dr. Ken Evoy, is one of the geniuses of internet marketing. I've seldom encountered a person who is so dedicated to helping internet marketers succeed. Although I'm a fast reader and dedicated web marketer, I have yet to wade through all of his support material, keep up with his newsletters and absorb all the material in the helpful "pay it forward" forums run by caring SiteSell customers.

Dr. Evoy also avoids hype like the plague and perhaps that's what I like most about him. His approach to internet marketing is honest and straightforward. SiteSell! also provides coaching and mentoring from a team of certified SiteSell! web builders.

I built both the Dandelion Books and Write to Publish for Profit websites using the SBI system and even though I still consider myself

an IT newbie, the SBI web building system is so easy to learn and use, I found myself enjoying a process that ordinarily I would have considered tedious.

10

Build your “Field” & Become a Traffic Magnet

You may already have a website, or maybe you've been waiting to get your book written and published before you build one. You could also build a second website just for selling your book.

Wherever you are in the website development process, your goal is the same: *you want to sell your books and create a profitable online business.*

Your challenges are also the same:

- How will your potential customers and clientele find you?
- How can you find them?
- How will you create a loyal community of returning customers who will eagerly be waiting for your next book... and the next one after that?

The good news: never before has there been such a great opportunity for reaching a targeted public and creating your community of like-minded individuals.

The even better news: you do not have to spend a lot of money to build and maintain a successful online business.

The greatest resource you have is yourself: your creative talents as a writer and your experience in knowing what people want.

Web 2.0 Technologies, Social/Professional Networking & You

The first websites were merely glorified business cards. People had a difficult time finding you or learning what products you were selling. It

was extremely difficult to figure out how to make your book your business.

The search engines that *did* exist were Model T's compared to today's jet-propelled IT keyword carriers. Within seconds Google, Yahoo and many other engines can race from one end of the internet to the other to link you to specifically targeted potential customers or clients.

Web 2.0 or social networking technologies were the next to emerge. This amazing system of connecting and interacting with others, regardless of their geographic location, has shrunk the globe to the size of a laptop, handheld device or smart phone.

Make your website content specific

On your website, in addition to answering the "W" and "H" questions (who, what, where, when, why and how), you'll have places where visitors:

- Offer comments and feedback
- Sign up for newsletters
- Have access to the latest information about you, your business or practice, and the products and services you offer for sale or as buying incentives.

Nourish your visitors with valuable information and demonstrate your expertise in your particular business or practice.

Your goal is to establish a relationship with every person who pays you an online visit.

Basic to your web business is strategic construction from the ground floor up. **Your goal is to have your website become a traffic magnet.** That means that every page must be **keyword specific.**

Keywords are the magnets that bring people to your site. A keyword is a phrase that people will use when they're searching for information. If you're searching for property in Portland Oregon, you would probably go to Google, Yahoo or one of the other search engines and type into the search box "Portland Oregon homes for sale" or something similar. When you click on the "Go" button, this keyword phrase would take you to a series of "hyperlink" listings. By clicking on these hyperlinks you will be led to a specific website with information about Portland, Oregon real estate.

The hyperlink for the home page of your website will be your domain name or "URL." For example, if you are a veterinarian and have an animal hospital, the name of your domain could be "animalhospital.com" or "animal-hospital.com" with "http://www." before your domain name. For example:
http://www.animalhospital.com.

Your web domain is your online home

Welcome your visitors to your website as if you were inviting them to your physical home or brick and mortar office.

Nourish visitors with valuable information. Demonstrate your expertise in your particular specialty area and update the website regularly by adding more pages and changing the content on existing pages. If you're building an SBI website, after you've developed several basic pages you'll want to start a blog. Since these pages are also strategically developed to attract the search engines, your blog is yet another way to bring traffic to the website.

Keep it Simple

Can visitors find what they're looking for quickly and easily? Can they zoom through your website, download excerpts and samples and buy your products with a single click-through to the shopping cart? If you have audios and videos on your site, do they download within seconds?

In the past, web builders encouraged their customers to build glitzy websites. The more bells and whistles the better.

It was precisely those bells and whistles that turned people away. Unfortunately, all that neon takes eons to download.

It didn't take long to replace that "success model" with a simple streamlined understated site that quickly navigated from one page to the next. Visitors could capture the content in less than a minute.

Most people become frustrated when they have to wait longer than a second or two for a website to upload. Banners, complex animation and other graphics slow the downloading process. The goal is to avoid, at all costs, a visitor's click-off.

Once your visitor has landed on your home page, however, keep them reading! Serve them a 7-course dinner of valuable need-to-know information. You want them to bookmark your website for return visits.

Just as important: you also want visitors to recommend your site to others. Make sure you have plenty of room for comments and feedback. Treasure these testimonials and ask permission from the contributors to quote them in future copy that you develop.

SiteSell/SiteBuildIt (SBI) Websites

Before I found SBI, I'd invested thousands of dollars contracting web design companies, web hosts and webmasters to build and run 5 other websites.

Every time I needed to change or add new data, I had to contact my webmaster. I was always at the mercy of their schedule and the clock started running whenever I contracted them for these revisions. This process was costly and counter-productive. We never learn how to do anything ourselves if someone else is always doing it for us.

If you build an SBI website, obviously you'll be saving hundreds, maybe even thousands of dollars. I do recommend, however, if you've never done any web work, that you consider an additional investment with SBI to have them do your initial keyword analysis chart and possibly build the first 1-10 pages of your site.

I chose that option myself and I'm glad I did, because after I had a prototype that could serve as my model, it was easy for me to follow the SBI page building instructions and take over. My two websites now have a total of over 200 pages.

Just as important as the size is the look and feel of these websites. **They represent me and who I am.** My personality is stamped on every page.

11

Make Your Published Book the Hub of Your Online Business

Your new website will be interactive. This means that in addition to making it a content-rich site that offers much information about you, the business and your products and services (thoroughly answering the W and H questions) you will have places where visitors

- Offer comments and feedback
- Sign up for newsletters
- Have access to the latest information about you, your business or practice, and the products and services you offer for sale or as buying incentives.

Consider your web domain your storefront or office. Welcome your visitors to your website as if you were welcoming them to your physical store or office.

Make your book-selling website operate like a busy international airport

Fly-in traffic arrives through hyperlinks. An example of a hyperlink is the name of your web domain. My writing services domain name is <http://www.write-to-publish-for-profit.com> (Write to Publish for Profit).

A hyperlink is also a content-rich web page that has been strategically developed, based on keyword recognition, to attract the search engines' attention. For example, if a person is searching for information about writing ebooks, they may find in the search engines one of the web pages on my Write to Publish for Profit website titled "How to Write an Ebook" (<http://www.write-to-publish-for-profit.com/how-to-write-an-ebook.html>).

Possibly they're looking for books about UFOs, specifically "Exopolitics," which relates to political issues concerning the disclosure of extraterrestrial information. My publishing company, Dandelion Books, published a book titled *Exopolitics*, by Michael E. Salla. The search engines may bring up "Dandelion Books Non-Fiction" <http://www.dandelion-books.com/non-fiction.html> or "ET Disclosure Time" <http://dandelion-books.com/ET-disclosure-time.html> .

Other "fly-in" traffic can come from:

- Your newsletters that are sent to a list of people who have opted-in to subscribe and confirmed their subscription.
- Articles you've posted on other websites such as my "Publishing Expert" link on the SelfGrowth.com website.
- Blogs you may have developed and update regularly.
- Squidoo "lenses" that you've developed (SEE Squidoo.com for learning how to create lenses (it's free!)).
- Social networking sites where you've posted your profile and your URL.
- Inbound links placed on other people's websites. Link exchanges are a popular way to create inbound links. For example, your website may promote your landscaping business. Real estate developers, builders and community planners may be interested in placing your home page link on their site because you provide a wealth of information about landscaping. Much of your material is original, based on your 20 years of experience in working with hundreds of clients and also developing residential communities. You have a special section for environmentally conscious visitors; this section has become extremely popular because satisfied visitors spread the word to thousands of others who were eager to ask questions and consult with you.

Fly-out traffic is created by developing keyword specific web pages that the search engines and indexes will pick up. This is how you will make your published book the hub of your online business. Each page is strategically constructed; if you work with SBI they will show you how. As Ken Evoy, the founder of SBI jokes: "In order to drive a car, you don't have to know anything about what's under the hood!"

That's the beauty of SBI. I still consider myself an IT newbie and yet I built two professional-looking websites with only minimal initial help.

The SBI philosophy is built on a 4-word concept that describes the four key components of developing a successful web enterprise. SBI advises that you address these components in the following order:

- **Content** (Create pages with content)
- **Traffic** (Create fly-in and fly-out traffic; make it into a traffic hub or magnet)
- **Pre-Sell** – Offer your visitors free samples of your books and other products. If they like what they read, listen to and view, they will start to buy your products and keep returning for more.

If you are practitioner or coach, you may wish to offer an initial free consultation. As a writing coach and editor, for example, I offer free consultation to anyone who visits my website and wishes to discuss their project with me.

- **Monetize** - Finally, after your traffic is snowballing, you can start to focus on the profit-making part. At the same time, however, continue to nourish your visitors with more information. You want to build a sustainable online business as well as an information hub.

By this time you may be already communicating with a number of websites for link exchange and referrals for related services and products.

“CTPM” is a magical formula for building a loyal online customer base. Just as in any business environment, it is certainly possible to “get rich quick” on the internet. However, most success models require **“PTIP”** (my own acronym): **Patience, Tenacity, Integrity and Perseverance.**

SBI calls this the “tortoise model” of building a business. Each step is carefully and deliberately worked out, and when traffic starts to snowball, the online business owner is prepared. By that time, the website is rich with content and large numbers of people regularly visit the site for information updates. These content-rich pages also promote new products and services that visitors are ready to buy.

Write Articles to Promote Your Books

You can write articles and place them on a number of “free article” websites. These websites attract heavy traffic and can give you more exposure. Article writing is also an excellent way to become recognized as an expert in your field. Readers will be eager to visit your website to collect even more information.

Web builders who are creating content rich websites will be more than happy to use your material and give you credit. Remember to embed your website domain hyperlink and contact information in the article. A click on this link will serve as a “fly in” to your website.

An excellent newsletter that delivers inside information about how to create your own internet community through article submissions is “Article Marketing Experts” (<http://www.articlemarketingexperts.com/articlenewsletter>).

Become an Expert at SelfGrowth.com. I highly recommend that you start to post your articles on this amazing internet website. The areas of expertise, each of which has several subtitles are: Success Skills, Love & Relationships, Health & Fitness, Money & Careers, Mental Health, Spirituality, and LifestyleHome.

Because of SelfGrowth.com’s expert SEO capabilities (also based on the strategy of developing content-rich web pages) you will receive extraordinary visibility by having an active presence on this website.

When you’ve collected several articles on one topic, you can compile them into an ebook. Two or three articles may be perfect for a short ebook and 10-15 articles may create either a longer electronic or hard copy book product for sale.

Use these articles as blog postings and place them in other spots where you’ve created a presence. Invite comments from your readers. This feedback is invaluable for making revisions and additions to your material. It will also help you gather material for your next set of articles.

The internet, like all businesses, thrives on collecting statistics. After you learn what people are looking for, you can then start to feed their needs.

Ebooks are hot

I've written and posted several free articles about ebooks at my SelfGrowth Publishing Expert spot.

You can create ebooks to give away (free download) or sell. Ebooks can promote your products and services or they can be stand-alone items. On the Dandelion Books website, I offer free ebook downloadable excerpts of our hard copy and ebooks. After reading the excerpt, visitors often choose to buy the book.

Sometimes an online business owner will joint venture with other internet entrepreneurs to create buying campaigns. The sales promotion for buying a book or other product will include a number of free bonuses. Ebooks are often used as joint venture bonus items.

As discussed in Chapter Six, ebooks have recently received a tremendous boost from the arrival of Amazon's Kindle ebook reading device and the Sony Reader.

Monetizing at last

When it's finally time to add your shopping cart, you can sign up, free of charge with Payloadz; or, for a small monthly fee you can sign up with Clickbank. Both of these shopping carts provide:

- A landing page for visitors to purchase products from your website
- A place for capturing the money either through credit cards, PayPal, bank transfer, check or money order, etc.
- An auto-responder informing your customers that their transaction was processed, and a downloading link if the product is an ebook, MP3 or other virtual item.

12

The Internet is All About Community

Another key to successful online marketing is learning how to create, grow and maintain your own internet community.

“Community” is defined by dictionary.com as “a social group of any size whose members reside in a specific locality, share government, and often have a common cultural and historical heritage.”

A group of any size! How about describing the locality as Planet Earth—anyone who has access to the internet?! The social group would consist of all individuals who share an interest in your products and services.

Internet browsers will learn about you by discovering your internet location, or your domain. We’ve already learned that this can easily happen if you’re constantly building more content-rich web pages for the search engines to pick up. You’re also “flying out” information regularly to opt-in email subscribers.

You’re sending out newsletters or ezines, blog updates, sales announcements for new products and services, and other group emails for staying in touch with your membership.

In every sales announcement you sent out, you place an optin email subscription form. This is one of the best ways to build your optin email data base.

At the same time you’re creating “fly out” materials, you’re working on the “fly in” opportunities (e.g., writing articles with a byline and URL) for bringing people to your website. When they arrive, you will have free information for them to download and plenty of places for them to enter their optin email address.

You've opened up blogs with blogspot.com, blogger.com, wordpress.com, typepad.com and other online blog services. You've linked these blogs to your website and you've also mentioned hyperlinks for pages that appear on your website. People interested in the content you've placed on that page will eagerly click on that "fly in" hyperlink and land at your website.

In a recent internet article, Bean Jones reviewed David Perlmutter's book, *Blogwars: The New Political Battleground*, a study on the power of blogging.

Jones writes:

...many Internet users these days prefer the dynamic nature of blogs as opposed to traditional newspapers, magazines, and TV news programs.

Perlmutter—a professor at the William Allen White School of Journalism and Mass Communications, University of Kansas—also highlights the reasons why blogging has become so popular:

1. It's a great equalizer.
2. It's a hotline to the top.
3. It gets to the heart of the matter.

While the information contained in blogs (as well as in other forms of media) should not be taken as gospel truth at first glance, it's clear that they encourage people to think for themselves and examine other perspectives. That, of course, is how change begins.

It is also how sales leads can be generated. Blogs are an excellent virtual word of mouth referral system.

In your spare time (!) you are social networking at one or more of the following spots:

- Myspace.com
- Facebook.com
- Ning.com
- Xing.com
- Linkedin.com
- Xanga.com
- Vox.com
- Twitter.com

- Reunion.com (former classmates)
- Goodreads.com (books)
- Flickr.com (photos)

The list of social network website is extensive. Here's Wikipedia's list of social networks:

http://en.wikipedia.org/wiki/List_of_social_networking_websites

Enjoy browsing through the list and choosing even more that you may wish to join, based on your special interests, background, location, etc.

If you have books posted for sale on Amazon.com, you've probably joined Amazon Connect, another social networking opportunity. Through Amazon Connect you can write reviews of other people's books and invite them to reciprocate.

13

How to Create a Sales Campaign for Your Published Book

After you learn how to create a sales campaign for your published book, you can use the same strategies for selling your online and offline seminars, workshops and other special events.

By adding audios and videos, testimonials from satisfied customers and other enhancements, you now have your own online marketing machine. Every time you add a new product, service or event, you will be adding another opportunity for increasing your revenues.

Your email subscriber list is your gold

Your opt-in subscriber list is considered the most important part of an emailing campaign.

Make it your goal to build this list by spending time on the internet "shaking hands" wherever you can, and inviting people to subscribe to your ezine, accept your free gifts, etc.

As discussed earlier, as soon as a visitor enters their name and email address to your data base and then clicks "yes" to the invitation autoresponder email, they will be opted in thereafter (unless they choose to unsubscribe).

Squeeze Pages

A well-targeted list of email subscribers allows you to market your product and service with a high probability of success.

To ease consumer concerns about spam, experienced online businesses create "squeeze pages" that detail what the subscriber will be receiving. They also present the company's privacy standards.

Following is an excellent description of a squeeze page that Pamela Jacobs of Artista Design (www.artistadesign.com) quoted in her blog, from an article she'd archived:

Regardless of what you're trying to sell, you really can't sell it without "talking" with your prospective buyer. In attempting to sell anything on the Internet, the sales letter (squeeze page) you send out is when and how you talk to your prospect.

All winning sales letters (squeeze pages) "talk" to the prospect by creating an image in the mind of the reader. They set 'the scene' by appealing to a desire or need; and then they flow smoothly into the "visionary" part of the sales pitch by describing in detail how "wonderful" life will be and, how "good" the prospect is going to feel after the product or service is purchased. This is the "body or guts" of a sales letter (squeeze page).

Overall, a winning sales letter (squeeze page) follows a time-tested and proven formula:

- Get your visitors' attention
- Get your visitor interested in what you can do for them
- Make them desire the benefits of your products
- Create Urgency—an action step—tell him to click the right button or send for whatever it is you're selling without delay—any procrastination on their part might cause him to lose out

This is called the "AIDA" formula (Attention, Interest, Desire and Action)—it works.

Another thing—have customers' testimonials tucked in—with pictures. I am sure you have seen that as well...

The "inside secret" is to make your squeeze page/landing page so interesting and "visionary" with the benefits you're offering to the reader, they can't resist reading it all the way through. You break up the "work" of reading by using short, punchy sentences, underlining important points you're trying to make, using sub-headlines, indentations and even a second color; and leaving lots of white space around it.

Once the product is paid for if it is a digital product—eBook or software—it should be instantly downloadable.

More squeeze page tips

- Use a headline, bullets, teaser copy, deadlines, testimonials, scarcity, etc.
- Present visitors with multiple incentives in exchange for their contact information.
- Keep the content on the squeeze pages to a minimum.

The goal of the page is to obtain the visitor's email address. Additional information could distract the user or cause them to "click-away" to a different website.

Navigation and hyperlinks are usually absent from typical squeeze pages. This deliberate absence focuses visitors' attention on one choice: register for the email list or leave the site.

Savvy internet marketers have discovered that convincing a visitor to sign up for an email list provides an opportunity to present that visitor with multiple sales messages over time, develop a relationship, and even cross-sell other related products.

Autoresponders

Squeeze pages are often used in conjunction with an email autoresponder to begin delivering information as soon as the visitor confirms their email address.

The autoresponder may be utilized to send a series of follow-up emails or to provide an immediate download link to get information. Promising information upon completion of confirming their email address has proven to be an effective method of increasing options using squeeze pages. New technology has also led to adding voice or video to squeeze pages in an effort to capture the visitor's attention.

Affiliate Programs

We mentioned affiliate programs previously when discussing the importance of joining Amazon.com, alibris.com and other book

retailers' affiliate (often called "associate") programs. This allows you to collect revenues as well as a commission from your book sales when a visitor clicks on *your hyperlink* that places them at the point of sale in the online bookstore.

Reversing the procedure, you can create an affiliate program yourself and offer your affiliates a commission for selling your books. Often you can exchange affiliate links with other business owners.

Some home business owners focus solely on selling other people's products. This has proven to be a highly successful home business model.

14

Include a Joint Venture in Your Book Marketing Campaign

When you include a joint venture in your book marketing campaign, you add value to the customer's order without asking them to pay more for your book.

Everyone loves bonuses; the word "free" is magical. It can imply specialness—we buyers are getting a special deal. Why? Because we're here at the right time and place. And why are we special? Because we chose to buy your book.

Subconsciously, the feeling of obtaining anything "free" implies "no strings attached."

"Free" allows us to take risks. We take off the mufflers of inhibition and blast the world as loudly as we can: "FREE! FREE! FREE! Count me in! Don't leave me behind!"

Joint ventures have a carnival air about them. Lots of fun and excitement, big crowds and everyone spreading the word ABOUT YOUR BOOK.

For you, the author/entrepreneur/therapist, all this high energy floats upward and outward. Expansion broadens your playing field by adding potential optin email subscribers to your list. Several of those lists can total in the tens of thousands and deliver many more sales than anticipated.

Joint ventures build a community of colleagues supporting each other's endeavors. One of the well-known internet marketing gurus also points out that "free" also conjures up feelings of guilt. If someone gives you something, you feel obliged to pay back the favor.

Likewise, if one of your colleagues adds a bonus item to your campaign, you may feel obliged to do the same for them. Even though

all this goodwill may be linked to an agenda, I prefer to call it team spirit—people helping people.

How it works

Let's say Sally, a marriage and family counselor, has an ebook on time management for working parents with young children. You are a hypnotherapist and your book is about releasing stress. Your two books are a wonderful match. Sally offers to add a free excerpt of her ebook as part of your list of buying incentives.

In your sales sheet or squeeze page, you will include a brief promotion paragraph for Sally's book, a photo of Sally and a hyperlink for downloading her ebook excerpt.

Sally's autoresponder page where your buyers will download her free bonus can contain promotional material about her consulting services. It may also promote her new DVD on parenting, or other books and products she's developed.

Sally will support your joint venture by sending out a promotional email to her optin emailing list. The hidden message is: if these optin email subscribers respect Sally, they will trust her judgment in recommending the products and services of her colleagues.

This message is often right on target, and that's the beauty of joint ventures. Several people on Sally's list will join your subscription list and possibly buy your book.

Every time you add other bonus or joint venture partner to your sales campaign, you multiply your potential for shoppers (and buyers).

You agree to support each other's sales campaigns by offering a free item to each of your squeeze pages. Joint ventures have joint benefits. In addition to boosting the campaign by offering buying incentives, joint ventures also provide free publicity for the generous donor.

Whenever the buyer accepts a joint venture partner's free gift (after making the purchase, of course), they will land on that partner's autoresponder downloading or shopping cart page.

Behind the scenes, you or your webmaster will have worked out the logistics of offering a commission to each of these joint venture

partners whenever a sale comes in through one of their optin subscribers.

If you need help creating a joint venture, contact one or more of your favorite internet marketing gurus and they'll be happy to refer you to the company they use. Or if they've developed their own joint venture software, you may be able to purchase it (after you subscribe to their optin email list!).

Check out the websites of some of the most successful internet marketers. If you join their email subscription list and copy their procedures, you will know exactly how to include a joint venture in your book marketing campaign.

Membership Sites

You already have a membership site once people have subscribed to your optin email. Your site would be considered a public one or open to everyone.

A different type of membership site may charge an entry fee and block off a special section "for members only." The goal is to create an online "home" for the paying subscribers and to encourage these members to "come home" to this website daily or at least several times a week.

To maintain a private website, the owner makes a commitment to post new articles, blog entries, responses to members' feedback commentary, and other fresh material almost daily.

Attrition rate tends to be high for sites of this nature; people will join and participate for awhile. Then at a certain point, if the material starts to repeat itself or if it doesn't hold their interest, they'll unsubscribe and look elsewhere.

In some ways, this type of membership site is similar to a group therapy session. It works exceptionally well for people who like to air their problems publicly, and also for those who are looking for online companionship. Free social networking sites often work just as well for these people.

On a much higher level are private member sites run by competent professionals. A typical model is a blog run by a well-known journalist on the Beltway (Washington, D.C. area). He manages to get scoops

almost daily, so his material is always "juicy." Members are only too happy to pay a fee to read it. This type of blog is also perfect for selling books.

Some private membership sites do not charge a fee. For security or other proprietary reasons, the owners do not wish to welcome the public. Obviously these sites are non-commercial or exist for delivering information only.

15

Link Your Products (Books) to Your Services

Once you learn how to market and promote basic professional and business services online—coaching and consulting by phone and email, etc. —you can use the same tools and techniques for developing a number of additional offerings, such as teleseminars and webinars, offline events (workshops, seminars and presentations).

You may already be selling or offering free ebooks downloadable directly from your site. Maybe you're now writing and publishing your first hard copy book. You plan to promote it on your website and sell it through several online bookstores. (As previously suggested, create an affiliate relationship with these stores so you can get a commission from sales linked to your promotion.)

You've also started to make your presence known on the internet through blogs, lenses and other social networking spots.

The horse or the cart?

Which should you promote first on your website: your products or your services?

Actually, there is no rule of thumb; it depends on where you are right now with the development of your business model and what you currently have to offer. You could certainly promote both products and services simultaneously. When I built my Write to Publish for Profit website to market and promote the ghostwriting and editing part of my business, I had not yet written *Write to Publish for Profit*, my ebook on writing and publishing. In fact, this really was a case of the horse before the cart.

The decision to develop a special website for my writing services inspired me to write this book because I realized how valuable it would be to potential clients.

I also wanted to have a way of introducing myself to people who didn't know me and weren't referred by other clients. My book demonstrated that I had the experience and skills for helping them with their writing challenges. Although *Write to Publish for Profit* is still available only in ebook form, it will soon appear in hard copy.

Promoting yourself can be easier than you think

Most of us feel uncomfortable talking about ourselves and our accomplishments. It seems too much like bragging, especially if we've collected a long list of accomplishments. Some people brush it off with comments such as, "I've published more books than I can count," or, "I was the black sheep of the family. Everyone always thought I'd never amount to much of anything. But when one of my books was made into a movie, that did it. Overnight I was a celebrity and they wanted my autograph!"

It really is okay to talk about the books you've written, awards you've won, sales numbers, etc.

Once you get over this hump you'll find it much easier to promote your services online. If you're a therapist you can tell your success stories and also enjoy sharing your breakthrough techniques.

If you're an entrepreneur who may have developed amazing new software, you probably have a good story to tell. Who is now successfully using your product? Here's a perfect place for testimonials and product endorsements.

List your services. Offer free consultation and create a "contact me" page on your website.

Here is my own 'Contact Me'!

You now have all the tools you need to write, publish and market your articles and books on the internet. For additional help, please feel free to contact me by going to my websites, www.write-to-publish-for-profit.com or www.dandelion-books.com. Filling in the form on my website insures that you will reach me directly.

I look forward to reading your books and learning about your successes!

Appendix

How to Write a Book You Can Be Proud of

If you want to know how to write a book with top selling potential, learn from the pro's and buy a large jar of elbow grease. Place it next to your computer and use it daily!

There's a difference between elbow grease and a magic wand or your natural gift. Your talents or natural gifts resonate with desire. I can't imagine anyone wanting to become a professional writer unless they had a passion to write. That passion is integrally related to a natural ability to verbally express thoughts and feelings.

A writer's passion also includes commitment to the craft of writing well. A professional writer is a re-writer. They've learned the necessity of revision. They've also learned that the mind is a fickle, multi-faceted child with a left and right brain.

When the two brains copulate to create a beautiful new mind, the infant that emerges needs a lot of tender loving care during those all-important childhood years. To the uninitiated, the world can be a strange and frightening place.

The mind tends to be wild; it likes to go off on its own. As a creative writer, I support and celebrate that. However, like all children between the ages of one and seven, the untrained mind requires discipline and role models in order to acquire basic survival skills as well as personal growth techniques and strategies. It has to learn how to work efficiently and skillfully, set goals and get the job done. It also has to learn how to become accountable or responsible.

Basic human virtues learned at an early age become the most valuable assets a mind can have:

- Perseverance
- Patience

- Gratitude
- Willingness
- Detachment

All of these virtues are prerequisites for becoming a professional writer. Stay with it, even if you have to keep revising your material again and yet again.

Be your own best critic

Keep asking basic questions about your work and make sure you're fully satisfied with the finished manuscript before you send it to a publisher.

Be patient with yourself. The process of setting aside a manuscript for a short period of time before re-viewing it is so important. The mind needs rest and recreation and that pause that refreshes can deliver magical insights. You may even find that earlier versions are better than later ones. If you keep beating a horse to death, the horse will end up being dead.

Be grateful first and foremost for the time and energy to do the work and then be grateful for others' feedback. Be grateful for your talents and skills—and for your understanding of the writing and revision process.

Be willing to listen to others and be ready to make revisions. Attitude is everything. If you become "depressed" about yourself and your work, you will be unable to "express" yourself. Be careful to keep the Flow on Go. Stay positive and open, and continue to revise or review. Look at your material from different angles and consider new possibilities for expressing it.

Stay detached and don't take it personally

If I were to name one virtue that stands out above all others and that separates professional writers from amateurs, it would be detachment. If an editor tells you that you need to revise a work, *don't take it personally*. You may disagree with them, but be careful before leaping in to counter their opinion. Weigh their opinions and spend time considering their comments. Above all, be grateful that they've taken the time to review your work.

Here's the litany. Recite it often:

- Listen to others' opinions... but do not take it personally.
- Allow others to criticize... but do not take it personally.
- Write and re-write... do not take it personally.

A good professional sets goals and projects reasonable time frames for completion. This is an important part of the work process because it automatically triggers the prospect of completion. The professional writer will complete what has been started, without finding a long list of excuses for delays and failure to perform.

If you have been contracted to write material for another person and they ask you how long it will take you to complete the work, be honest. Tell them you will have an answer for them after you have started working on it, and know exactly what is involved. If you can roughly estimate the time frame, add 30 days, just to be on the safe side. You could even add 60 or 90 days if that makes you feel more comfortable.

When do you start charging fees?

You will know when you are entitled to charge fees, just as you will know when you are qualified to call yourself a professional.

It would be good to complete two large projects in each area (ghostwriting, book doctoring, editing) before you start to charge. Your initial fees will be lower than those you will eventually charge, since you will be adding your experience to the quotient.

Often you will adjust your fees to suit the projects. Flat rates work well, but often you will discover less work may be involved than anticipated, or just the opposite. If the work is highly technical or requires much more than the usual type of editing, proofing, book doctoring, etc., adjust your fees accordingly.

Above all, enjoy the entire process of writing and let your work be a shining example of how to write a book you can be proud of!

How to Write a Book That's Written by Someone Else

If you want to know how to write a book that's written by someone else—i.e., a ghostwriter—make sure you know how to find a competent one, and be prepared to pay their fees.

Once there was a giant ship engine that failed. The ship's owners employed one expert after another, but none of them could figure out how to fix the engine.

Then they brought in an old man who had been fixing ships since he was a youngster.

He carried a large bag of tools with him, and when he arrived, immediately he went to work. He inspected the engine very carefully, top to bottom.

Two of the ship's owners were there, watching this man, hoping he would know what to do. After looking things over, the old man reached into his bag and pulled out a small hammer. He gently tapped something. Instantly, the engine lurched into life.

He carefully put his hammer away. The engine was fixed! A week later, the owners received a bill from the old man for ten thousand dollars.

"What?!" the owners exclaimed. "He hardly did anything!"

So they wrote the old man a note saying, "Please send us an itemized bill."

The man sent a bill that read:

- Tapping with a hammer..... \$ 2.00
- Knowing where to \$9998.00

It took that man a lifetime to learn "where to" and that is what his clients were paying for. Considering that a lifetime was involved in learning that skill, the bill was relatively inexpensive!

Professionals have spent years learning, either from others or by practicing the same skills over and over until they become second nature.

Effort is important, but knowing “where to tap” or place that effort is the key to “working smart.”

Moral: if you want to know how to write a book you didn't write, contract a professional ghostwriter with excellent credentials, who can send you (live) references, testimonials and writing samples.

In some instances, a ghostwriter may not be permitted to divulge that they are the actual writer of a book. Fortunately, a ghostwriter who has completed several projects will have enough references, testimonials and writing samples from clients who are open to disclosure.

What does a ghostwriter do?

The following is a quote from my previous book, Write to Publish for Profit, that I would like to share with those of you who may be interested in contracting a ghostwriter.

In spite of Halloween myths, a ghostwriter is a real person. In fact, the good ones have been on the planet for several years because that's they only way they could have collected enough experience to qualify for the ambitious task of writing someone else's books, articles and blogs.

From Wikipedia, <http://en.wikipedia.org/wiki/Ghostwriter>, is the following description of a ghostwriter, with basic information about their role and remuneration:

A ghostwriter is a professional writer who is paid to write books, articles, stories, reports, or other content which are officially credited to another person. Celebrities, executives, and political leaders often hire ghostwriters to draft or edit autobiographies, magazine articles, or other written material. In music, ghostwriters are used in classical music, film composition, and popular music such as top 40, country, and hip-hop. The ghostwriter is sometimes acknowledged by the author or publisher for his or her assistance.

Role

The division of work between the ghostwriter and the credited author varies a great deal. In some cases, the ghostwriter is hired to polish and edit a rough draft or a mostly completed manuscript. In this case, the outline, ideas and much of the language in the finished book or article are those of the credited author. In other cases, a ghostwriter does most of the writing, using concepts and stories provided by the credited author. In this case, a ghostwriter will do extensive research on the credited author or their subject area of expertise. It is rare for a ghostwriter to prepare a book or article with no input from the credited author; at a minimum, the credited author usually jots down a basic framework of ideas at the outset or provides comments on the ghostwriter's final draft.

For an autobiography, a ghostwriter will interview the credited author, their colleagues, and family members, and find interviews, articles, and video footage about the credited author or their work. For other types of nonfiction books or articles, a ghostwriter will interview the credited author and review previous speeches, articles, and interviews with the credited author, to assimilate his or her arguments and points of view.

Ghostwriters are hired for numerous reasons. In many cases, celebrities or public figures do not have the time, discipline, or writing skills to write and research a several-hundred page autobiography or "how-to" book. Even if a celebrity or public figure has the writing skills to pen a short article, they may not know how to structure and edit a several-hundred page book so that it is captivating and well-paced. In other cases, publishers use ghostwriters to increase the number of books that can be published each year under the name of well-known, highly marketable authors.

Remuneration

Ghostwriters will often spend from several months to a full year researching, writing, and editing nonfiction works for a client, and they are paid either per page, with a flat fee, or a percentage of the royalties of the sales, or some combination thereof. Having an article ghostwritten can cost "\$4 per word and more depending on the complexity" of the article. Literary agent Madeleine Morel states that the average ghostwriter's advance for work for major publishers is "between \$30,000 and \$100,000" In 2001, the *New York Times* stated that the fee that the ghostwriter for Hillary Clinton's memoirs will

receive is probably about \$500,000 "of her book's \$8 million advance, which "is near the top of flat fees paid to collaborators."

According to Ghostwriters Ink, a professional ghostwriting service, this flat fee is usually closer to an average of \$12,000 to \$28,000 per book. By hiring the ghostwriter for this negotiated price, the clients ultimately keep all advances and post-publishing royalties and profits for themselves.

In Canada, The Writers' Union has established a minimum fee schedule for ghostwriting. The total minimum fee for a 200-300 page book is \$25,000, paid at various stages of the drafting of the book. Research fees are an extra charge on top of this minimum fee.

In Germany the average fee for a confidential ghostwriting service is about \$100.00 per page.

Following are the steps I take with my client after I sign a contract with them:

Set up a time to meet with them vis-à-vis to spend 4-5 full working days recording all the material for the book.

Request all the supportive documents, written material, graphics and other resource items that the client may wish to include in the book; deliver these to me during my visit (or they can mail them to me shortly thereafter).

Upon returning from my visit with the client, I transcribe the recorded sessions and start to organize the material into categories.

At the same time, I organize the supplemental material into categories that can be integrated with the transcribed material.

At that point, I can visualize the structure of the book.

I set to work organizing the book chapters or divisions.

I then "weave" together all of the material by moving through it categorically; sorting, discarding, making notes about areas where I need more input from the client, etc.

I proceed to develop the first 50 pages of the book, which I send to the client for their input.

I make the necessary adjustments and then proceed to develop the first draft of the entire work.

Upon completion (it will have been proofed several times already), I send that draft to the client.

The client reviews it carefully and then we work together to make the revisions. During this stage, often the client needs tutoring. I work closely with them, adjusting my schedule to fit their needs and often demonstrating how to effectively make these revisions.

The client starts to send back the revised material, either a chapter at a time, or in larger segments.

I make all of the necessary adjustments and then return the completed second draft to the client.

The client reviews the second draft and makes other adjustments and editorial changes.

After receiving the second draft, I make these adjustments, carefully proofread the finished manuscript several times and make the necessary corrections, then send it to the client. At this point it is considered a finished work.

If the client wishes to make additional adjustments, I charge an hourly rate until we have satisfactorily completed the process.

The manuscript is now ready to be published.

My clients have the option of co-publishing with Dandelion Books, my company, or they can submit their work to a traditional publisher. Sometimes they choose a third option of opening their own publishing company.

About Carol Adler

Carol Adler, MFA is a publisher, professional writer, editor and teacher of English and creative writing. She is President of Dandelion Books, LLC, www.dandelion-books.com, a full service publishing company that markets its "uncensored nonfiction, conscious solutions and unfettered fiction" using the latest production and delivery technologies, including on-demand dot.com networking.

She is also President and CEO of Dandelion Enterprises, Inc., www.write-to-publish-for-profit.com and President of the International Arts & Media Foundation, a non-profit subsidiary of Dandelion Enterprises, Inc.

Adler's business experience includes co-ownership of a Palm Beach, FL public relations company and executive management positions in two U.S. rejuvenation and mind/body wellness corporations, for which she founded publishing divisions.

Her publications include four books of poetry, well over two hundred poems and several fiction and non-fiction works. She publishes some of her novels under the pseudonym "Sarah Daniels." Her latest novel, *Slouching Past Bethlehem*, is published under "Carol Adler."

Carol Adler, MFA's first ghost-written book listing her name as co-editor, *Why Am I Still Addicted? A Holistic Approach to Recovery*, was endorsed by Deepak Chopra, M.D., and published by McGraw-Hill. Other publications include three novels, four books of poetry, and well over 200 poems in literary journals. She has ghostwritten over 40 non-fiction and fiction works for a number of professionals in the education, health care and human potential industries.

Adler has served as editor of several poetry and literary magazines, and her career includes extensive teaching of college English poetry, fiction, non-fiction and business writing, and conducting of writing workshops in Florida and New York State prisons, libraries, elementary, junior and high schools, and senior citizen centers.

She has a B. A. in philosophy and English from the U. of Michigan, and a Master of Fine Arts in Creative Writing from Vermont College.

Other Books by Carol Adler

Non-Fiction

Write to Publish for Profit, by Carol Adler (ebook)

<http://www.write-to-publish-for-profit.com/write-to-publish-for-profit.html>

Also available on Amazon Kindle at:

<http://www.amazon.com/gp/product/B001AB1VDS?ie=UTF8&tag=dandelionbook-20&linkCode=xm2&camp=1789&creativeASIN=B001AB1VDS>

Fiction

(available through Amazon.com and other online bookstores;
also available as Amazon Kindle ebooks)

Come As You Are, by Sarah Daniels (pen name for Carol Adler)

Slouching Past Bethlehem, by Carol Adler

The Woman With Qualities, by Sarah Daniels (pen name for Carol Adler)

Poetry

Arioso – Selected Poems by Carol Adler (collection of 3 previously published books), by Carol Adler (ebook)

<http://www.dandelion-books.com/poetry-self-publishing.html>

Kindle Link:

<http://www.amazon.com/gp/product/B0015N0ZT2/105-7968724-2572433?ie=UTF8&tag=dandelionbook-20&linkCode=xm2&camp=1789&creativeASIN=B0015N0ZT2>

Jesus and the Tooth Fairy, by Carol Adler (ebook)

<http://www.dandelion-books.com/Jesus-and-the-tooth-fairy.html>

Kindle Link:

<http://www.amazon.com/gp/product/B001C0ZA80/105-7968724-2572433?ie=UTF8&tag=dandelionbook-20&linkCode=xm2&camp=1789&creativeASIN=B001C0ZA80>

Naked in Daylight, by Carol Adler (ebook)

<http://www.dandelion-books.com/naked-in-daylight.html>

Kindle Link:

<http://www.amazon.com/gp/product/B001AX7BPS/105-7968724-2572433?ie=UTF8&tag=dandelionbook-20&linkCode=xm2&camp=1789&creativeASIN=B001AX7BPS>

Carol Adler, MFA

1133 West Baseline Road – Ste. 178

Tempe, Arizona 85283

Voice – 480-897-4452 • Fax – 866.787.1972

E-mail – dandelionbooks@cox.net

URLS – www.write-to-publish-for-profit.com, www.dandelion-books.com

Dandelion's Ebooks and Amazon Kindle Ebooks... Always Available through

<http://www.dandelion-books.com>

&

<http://www.amazon.com/gp/product/B000FI73MA/?tag=dandelionbooks-20>

Non-Fiction – Uncensored & Unfettered:

The Other Side: Wisdom about the Other Side... from Those Already on the Other Side, by Tony Stubbs... First-hand accounts from many spirits about their own crossing, followed by an overview of the various planes of existence above the Earth Plane. Part Two focuses on the Astral Plane, or the main soul plane... accounts of arrival and orientation, what faculties we will have on the Other Side, and what we can expect to experience. Then we examine the Higher Astral levels, or Summerlands. (ISBN 1-934280-63-1)

Exopolitics: Political Implications Of The Extraterrestrial Presence, by Michael E. Salla, Ph.D.... According to Dr. Michael Salla and many other experts in the field of ET research, for almost 70 years the US government has engaged in an extensive "official effort" of disinformation, intimidation and tampering with evidence in order to maintain a non-disclosure policy about extraterrestrial presence. (ISBN 1-893302-56-3)

Shaking The Foundations: Coming Of Age In The Postmodern Era, by John H. Brand, D.Min., J.D.... Scientific discoveries in the Twentieth Century require the restructuring of our understanding the nature of Nature and of human beings. In simple language the author explains how significant implications of quantum mechanics, astronomy, biology and brain physiology form the foundation for new perspectives to comprehend the meaning of our lives. (ISBN 1-893302-25-3)

Non-Fiction – Conscious Solutions & Self-Help:

Sourdough and More: Much More Than a Bread Cookbook, by E.L. Taylor...Much more than just a bread cookbook. It could be the definitive sourdough cookbook of all time. The introduction provides a window into the past, as each recipe was passed down through several generations. Taylor found the han written recipes among long forgotten belongings of her grandmother and great-grandmother. Many of the recipes date back to 17th century America, or earlier, to ancestors from other countries. (ISBN1-934280-66-6, 978-1-934280-66-9)

Marketing Yourself as a Freelance Writer, by E. Lucas-Taylor... Thousands of Writing Resources... Thousands of Freelance Writing Jobs... U.S. & Foreign Markets... Grants & Fellowships for Writers... Writers Associations... Career Links... "How To" and "Why" Helps... Everything you need to get started and help you build a lucrative career in Freelance writing. (ISBN 978-1-934280-64-5, 1-934280-64-X)

Rebuilding The Foundations: Forging A New And Just America, by John H. Brand, D.Min., J.D....Should we expect a learned scholar to warn us about our dangerous reptilian brains that are the real cause of today's evils? Although Brand is not without hope for rescuing America, he warns us to act fast—and now. Evil men intent on imposing their political, economic, and religious self-serving goals on America are not far from achieving their goal of mastery." (ISBN 1-893302-33-4)

Write to Publish for Profit: How to Write Non-Fiction, Fiction, Poetry & Memoirs... and more, by Carol Adler, MFA... Writing tips and techniques from an experienced professional writer, editor and publisher who is determined to help you succeed! Chockful of great information, a book is for newbies as well as five-star professionals. Includes special chapters on fiction and poetry analysis of works by top-selling authors. (ISBN 978-1-934280-57-7)

Romance Stew: The Way to a Woman's Heart, by Becky Ruff-Reed (revised edition)... If you've ever tried to cook up a man or woman in your life, you're going to love Becky Ruff's colorful description of her multiple Cauldron Crashes. Today's excess of Internet "match" websites provides sizzling opportunities for relationships of every flavor. Like any women with a healthy appetite, Ruff, decides to taste them all... finally tying the knot once again. Here's Becky Ruff, now Reed; you won't want to miss reading about her latest escapades! (ISBN 1-893302-96-2)

Poetry

Arioso: Selected Poems, by Carol Adler... A collection of Carol Adler's poems selected from three previously published volumes of her poetry. Adler is an entrepreneur, professional writer, editor and teacher of English and creative writing. Her publications include four books of poetry, well over two hundred poems and several fiction and non-fiction works. She publishes her fiction under the pseudonym, Sarah Daniels. As a ghost writer, Adler has developed and written manuscripts for a large number of professionals in the health care and human potential industries. (ISBN 978-1-934280-58-4)

Naked in Daylight, by Carol Adler... A collection of more recent poems by Carol Adler... Someone must have turned on the light/or maybe it was just a feeling./I woke to the sound of turtle-doves/not just cooing, but singing an intricate/Montiverdi-like madrigal./ I know even the most gifted/conductor couldn't teach turtle-doves/to master four-part harmonies, or even/sing in unison. Birds are birds./ I'd like to dream in continuous swoon/knowing this wish is my only reality/like the reality in sex that seems to/intuitively seek hidden intimacies. Dreams/that force two souls to shed their separateness/zap, dropping them into a reflecting pool of/touch and taste that scatters the heart/forcing it to enlarge itself/in widening rings./ I've scoffed at the lover/who spends his life trying to effect/a perfect orgasm, the addict who won't give/ up until he finds the Truth. (ISBN 978-1-934240-62-1)

Poems to Read...On A Dark Stormy Night, by Elizabeth Lucas-Taylor... These poems are meant to be read aloud, around a warm, cozy fire, and read slowly to build suspense. "For centuries, perhaps eons of time/the story is told with relish and

rhyme/of fiendish blood-sucking Vampyre types/and hellish devil hordes with pointy horns/...conceived by the world so long ago/as a form of disquiet to the world at large,/of an authority beyond our five senses/darkly entrenched in myths and legends/...and of pacts given and promises broken/which unmercifully tease the fragile mind/and leave fear and dread...as a token." (ISBN 978-0-978-9611-9-0, 0-9789611-9-6)

Jesus & The Tooth Fairy: Poems by Carol Adler, by Carol Adler... "So, what if everything you always thought to be true was suddenly wiped out, leaving you with only a sponge mop and empty kitchen? Jesus the tooth fairy the US Dollar and the unmentionable of all items accidentally left in the bottom of the hamper, hyphenated or not, bearing the same quotient of fear from all the non-believers..." (ISBN 978-1-934280-65-2, 1-934280-65-8,)

Fiction with Flare:

The Stars Gave Passion, by Solara Vayanian... What is it that draws two people so irresistibly together and binds their souls so that when they walk away they are each different than when they came together... and part of each of them remains within the inner recesses of the other? A spiritual love story you will remember forever. (ISBN 978-1-934280-73-7)

A Mother's Journey: To Release Sorrow And Reap Joy, by Sharon Kay... A poignant account of Norah Ann Mason's life journey as a wife, mother and single parent. This book will have a powerful impact on anyone, female or male, who has experienced parental abuse, family separations, financial struggles and a desperate need to find the magic in life that others talk about that just doesn't seem to be there for them. (ISBN 1-893302-52-0)

Come as You Are, by Sarah Daniels... "Tongue-in-cheek" entertainment at its wackiest—and most subtle. If anyone ever doubted that sex makes the world go around, author Sarah Daniels will put your mind, and body to test. Non-stop humor, humanness and wisdom are bundled together to deliver one of life's most important unheeded lessons: each of us has a unique destiny to discover, and until we find and embark on that destiny, life may be one bowl of cherry pits after another. Adult language and scenes. (ISBN 1-893302-15-6)

Slouching Past Bethlehem, by Carol Adler... Gissalayne Chondroitin, Ph.D times 5 five in jobless academic disciplines, Associate Director of Hook, Line & Sinkers, LLC, an employment agency in Rochester, New York, "We give you the rod, you hook the fish," has one agenda: find a man, fast. But not any man; the sugarcone.com internet match websites has already led her down the disaster trail too many times. Magically—or maybe not--on New Years Day of YK24 (2004) Jonas Foreplay sits down in the empty plastic seat next to her at the SeaTac airport on her way home from her most recent sugarcone.com failure. In this fast-reading novel, Adler neatly hides the truth of what's really happening right in your own back yard. (ISBN 978-1-934280-63-8)

Time Out Of Mind, by Solara Vayanian... Atlantis had become a snake pit of intrigue teeming with factious groups vying for power and control. An unforgettable drama that tells of the breakdown of the priesthood, the hidden scientific experiments in genetic engineering which produced "things" -- part human and part animal -- and other atrocities; the infiltration by the dark lords of Orion; and the implantation of the human body with a device to fuel the Orion wars. (ISBN 1-893302-21-0)

The Woman With Qualities, by Sarah Daniels... South Florida isn't exactly the Promised Land that forty-nine-year-old newly widowed Keri Anders had in mind when she transplanted herself here from the northeast... A tough action-packed novel that is far more than a love story. (ISBN 1-893302-11-3)